



Matthew T. Hanson

Columbia, PA 17512

717.449.0697

matt.hanson37@yahoo.com

linkedin Profile

Portfolio Site

Facebook Profile

SUMMARY

Experienced graphic and web designer with the proven ability to build brand awareness through development, execution and measurement of online innovative digital marketing and advertising campaigns. Also, web design trade shows, promotional / training videos, print materials, advertisement and SEO/SEM initiatives. Possesses an innate ability to connect marketing, design and technologies through a superior knowledge of many mediums. This includes motion graphics, interactive PDF's, 3D illustrations, social media, blogging and contact management systems. This competitive advantage has proven to enhance customer awareness, loyalty and profit through innovation & design.

EXPERIENCE

GRAPHIC DESIGNER / MARKETING MANAGER..... 10/2015 – 09/2022

United CoolAir, LLC | York, PA

- Develop and design corporate branded marketing materials, including printed and digital products, video, and audio productions to enhance engagement of social media marketing program by 50% in 2021
- Created and launched a website that was mobile friendly and allowed for better traffic analysis and customer service needs leading to an increase in SEO
- Recognized for other talents to include, voice overs, video production, photography, motion graphics and supplier management
- Implemented use of task management systems to manage and monitor task progress and delegation, resulting in timely completion of marketing and advertising campaigns
- Leveraged marketing manager and coordinator expertise by developing and assembling marketing materials for advertisement, expanding brand awareness over 150%

GRAPHIC DESIGNER / CUSTOMER SERVICE..... 8/2014 – 04/2015

NeFra, Communication Center | York, PA

- Executed seamless product launches and managed all cross-functional tasks with use of collaboration and internal systems to monitor project progress, leading to timely completion of deliverables and high customer loyalty
- Prepared, composed, coordinated, and assembled marketing materials and proposal documents to deliver effective quote submissions for 100+ products, leading to 30% revenue growth during 2020
- Completed revision of company catalog and merchandising insert with use of Adobe InDesign to raise sales of 100+ products by 30% in under 3 months

GRAPHIC DESIGNER..... 9/2012 – 08/2014

Engle Printing | Lancaster, PA

- Demonstrated exceptional signage creation abilities with use of graphic design skills to enhance brand awareness, resulting in 33% uptick in lead generation for clients
- Proactively supported development and placement of digital print and advertising, seeing to it that Request for Proposal (RFP) aligned with client specifications to earn 100% design approval
- Delivered creative design and preparation of graphic materials for visual aids and presentations to improve marketing efforts while enhancing client experience, leading to 98% client retention

EXPERIENCE CONT.

FREELANCE

Matt Hanson Design | Columbia, PA

- Skillfully created 100+ visual representations of digital marketing materials, such as newsletters, logos, social media graphics, and ads
- Spearheaded revision of website content, including landing pages and product descriptions with thorough keyword saturation to increase organic traffic by 150%

ADDITIONAL WORK EXPERIENCE

PreMedia Global | Illustrator:

- Illustrated elementary and high school text books mainly using Adobe Illustrator and Photoshop resulting in 76% growth in textbook distribution

Prestige Color and Centennial Graphics | Graphic Designer:

- Provided assistance, support and problem resolution in the production of printed material for commercial printer.
- Edited page files for, placed graphics, assembled page layouts and photo manipulation.
- Troubleshooting, diagnosing and resolving printing issues with Mac and PC platform, while also providing technical advice to customers and colleagues. Performed all pre-press tasks related to camera, paste-up, and stripping.

EDUCATION

Associate of Science in Web Design, Harrisburg Area Community College

Associate of Science in Technology, Bradley Academy for the Visual Arts

CORE COMPETENCIES

Document Creation & Management, Social Media Marketing, Digital Marketing, Search Engine Optimization (SEO), Search Engine Marketing (SEM), Digital and Print Advertising, Customer Relationship Management, Content Writing, Blogging

TECHNICAL SKILLS

Adobe Creative Suite, Microsoft Office 365, Website Design & Management, Video Production, Digital Image Creation, Photo Editing, Animation, Task Management Systems, Illustration, Document creation, Constant Contact E-mail, and WordPress

CERTIFICATIONS

Foundations of Layout and Composition: Lynda.com; Issued Jan. 2015

Wordpress Essential Training (2014): Lynda.com; Issued Aug. 2015

Designing with Grids in InDesign: Lynda.com; Issued Oct. 2018