



Dawn Hubbs, M.A.



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SPECIAL ACHIEVEMENTS

Nov 2019 Mercy McAuley Platinum Award
Nov 2018 Omicron Delta Kappa, Inductee
May 2017 Gabriel Aguirre Award, Winner
Apr 2017 Who's Who Among Students, Inductee
Jan 2017 SAAM Poster contest, 2nd Place Winner
Sept 2016 OBTC Conference Logo Design, Winner
2016-2017 UB Post, Production Assistant
May 2015 Student Services Award, Winner
May 2015 Community Engagement Award, Winner
Apr 2015 Conference Presentation Award Finalist
2015-2017 AIGA UB, President
Nov 2014 National Association of Professional Women, Inductee

SKILLS

ADOBE TECHNICAL SKILLS:

Acrobat, After Effects, Audition, Dreamweaver, Express, Lightroom, Illustrator, InDesign, Photoshop, Premiere Pro, XD Spark & additional Adobe mobile apps

ADDITIONAL PROGRAM SKILLS:

Buffer, Canva, Final Cut Pro X, Hootsuite, Hype, & Microsoft suite, Google Suite

INDUSTRY-SPECIFIC SKILLS:

HTML Email Coding, Motion Graphics, Brand Knowledge, Content Development, Event Planner, Graphic Design, illustration, Social Media Content Creation, Copywriting, editing & proofreading, Web Based Animations, Project Management, Publication Layout, Typography, Web Analytics, HTML & CSS

SOFT SKILLS:

Cultivating Relationships, Customer service, Leadership, Self-Motivated, Multitasking Collaboration, Innovativeness, resourcefulness Strategic Planning, Organization

TECHNICAL SKILLS:

Photography, Videography, Production, Editing

SUMMARY OF QUALIFICATIONS

- Highly versatile and skilled graphic designer with a proven track record of creating compelling visual content across multiple mediums.
- Possesses a strong blend of artistic creativity, technical proficiency, and strategic thinking to deliver impactful designs that meet clients' objectives.
- Demonstrates exceptional attention to detail and a keen eye for aesthetics, ensuring visually appealing and cohesive brand identities.
- Exceptional ability to adapt to various design styles, industries, and platforms, resulting in effective communication and brand representation.
- Adept at managing multiple projects simultaneously, meeting deadlines, and collaborating with cross-functional teams to achieve project goals.
- Proficient in utilizing industry-standard design software and staying up-to-date with the latest design trends and technologies.
- Excellent communication and interpersonal skills, fostering strong client relationships and effectively translating their vision into compelling visual solutions.

EDUCATION

University of Baltimore December 2019

Graduate Certificate Program

User Experience (UX) Design

University of Baltimore May 2015

Master of Arts

Publications Design

University of Baltimore May 2017

Bachelor of Arts

Digital Communication - Media Design & Production

CERTIFICATIONS

Hootsuite Organization

Social Marketing Certification

COMMUNITY SERVICE

Baltimore County Public Schools

Advisory Board Member - September 2021 - Present

Graphic/Print Communications Programs

SPECIAL PROJECTS

6/23-Present	American Legion Post 200	Website redesign
1/22-Present	Empire Medical Billing	New business digital consultant, graphic designer & website build
10/17-Present	University of Baltimore/ Merrick School of Business, Dean's Office	Continued work for Merrick School of Business creating and updating Various projects including but not limited to: MSB Recovery Plan Flyer, Pitch for a Million Ads, Attman Competition Ads and Guides for Graduation
9/22-10/22	University of Baltimore / Office of Advancement and External Relations	2022 Ratcliffe Annual Report & separate fiance package
11/21-12/21	Killa Dogz	Full Menu redesign and printed deliverables
9/21-10/21	University of Baltimore/ Office of Advancement and External Relations	2021 Ratcliffe Annual Report
11/19	Loyal Blakefield	Fashion Show logo and flyer for event
3/19-9/19	University of Baltimore/ The Jacob France Institute	Designed and updated (9) Separate Vital Signs publications for 2018 including print and digital versions
12/18-4/19	Chase Brexton	Created 2019 AIDS walk Logo, T-shirts, promo items, social media marketing, posters, flyers, sponsor packets, Team handbook, multiple forms, stickers and course map. Also provided event photography and support.

EXPERIENCE

Recruitment and Retention Communications Specialist • • • • • June 2019–May 2022 Mercy Health Services

As a versatile professional, I developed communication strategies, directed a recruitment team, and collaborated on global marketing initiatives. Additionally, I served as an on-site photographer and engineered career-specific social media channels that boosted a 300% increase in engagement. Moreover, I revamped the employee newsletter, digitized recruitment processes, led site redesigns, and produced effective year-end reports. Alongside these accomplishments, I also designed a wide range of advertising materials, including brochures, invites, posters, flyers, and social media graphics, which increased qualified applicants and improved candidate quality.

Digital Manager • • • • • December 2018 – June 2019 Johns Hopkins University, Development and Alumni Relations

As a Digital Manager, I excelled in maintaining the Alumni Association website, enhancing user engagement through strategic web page building and redesign. By providing comprehensive support to GoHopOnline.com, I achieved a remarkable 15% growth in active users. Additionally, I effectively managed various social media channels, collaborating with Social Toaster to amplify brand advocacy. Through well-executed targeted email campaigns, I successfully boosted event attendance. I also contributed as an on-site photographer, capturing captivating moments and creating compelling promotional content. With my expertise in designing marketing materials, efficient content management, and successful team supervision, I implemented and streamlined project management procedures to ensure smooth operations and deliver exceptional results.

EXPERIENCE (CONT)

Total Rewards Communications Specialist **October 2017 – June 2018**

LifeBridge Health, Carroll Hospital

Harnessing my skillset, I excelled in crafting captivating design pieces that elevated employee morale and nurtured a positive workplace culture. In addition, I orchestrated highly productive weekly meetings for a substantial workforce, ensuring seamless and timely discussions. Amidst an HR software transition after a merger, I adeptly conveyed vital information through print and digital platforms, minimizing disruptions for employees. My meticulous audits of the HR intranet site paved the way for comprehensive marketing plans, incorporating wireframes and mockups to visualize proposed improvements. Through adept interpersonal communication, I consistently delivered important messages across diverse channels. Furthermore, I provided invaluable guidance to the benefit and recruitment teams, resulting in impactful ad creations that effectively showcased benefit packages and maximized HR outreach efforts.

Creative Manager **August 2015 – September 2017**

University of Baltimore, Merrick School of Business, Dean's Office

As a highly skilled professional, I had the privilege of collaborating closely with the director to develop a strategic plan. Our efforts resulted in a remarkable 20% improvement in project efficiency and a notable 25% reduction in delays. I successfully managed a diverse workload of design projects and social media campaigns, meeting multiple deadlines. I enhanced the school's online presence through captivating photography and videos, boosting website traffic. I ensured consistency and professionalism in print communications by adhering to branding standards. I showcased creativity through innovative projects, receiving positive feedback. Managed customer feedback effectively, achieving high client satisfaction. I was able to improve project timelines by working with outside vendors. I implemented strategic branding efforts, increasing donor contributions.

Graphic Designer & Project Manager **January 2015 – May 2015**

University of Baltimore, Center for Entrepreneurship and Innovation

As an innovative, creative expert, I developed and implemented a cutting-edge strategic plan that increased office visibility and engagement. Through a video marketing campaign, student participation in entrepreneurship programs rose by 15%. I managed advertising materials, leading to a 30% growth in program use. I created visually captivating wall graphics that enhanced brand recognition, receiving positive feedback from 90% of visitors. As I implemented Effective advertisement strategies and targeted marketing campaigns, event attendance increased by 75% and community engagement. I flawlessly managed on-site logistics and actively contributed innovative ideas for program improvement. Comprehensive data analysis optimized outreach and participation. As the event photographer, I received positive feedback for capturing amazing moments and posting edited images on social media platforms.

Sr. Graphic Designer & Digital Content Manager **January 2014 – August 2016**

University of Baltimore, Campus Recreation and Wellness

With expertise and precision, I implemented impactful cross-platform visual ad campaigns that amplified participation and exposure across UB's campus, website, and social media platforms. Collaborating in brainstorming sessions, I crafted compelling marketing campaigns. By skillfully managing social media accounts, I enhanced brand awareness, engagement, and website traffic. My creation of captivating specialty concepts utilizing video and multimedia technologies propelled user engagement and fostered brand recognition. As a proficient handler of the Digital Content Management System, I established seamless operations, provided comprehensive training for new hires, and upheld brand standards through meticulous review of staff designs. Through an internal audit, I optimized department efficiency and workflow, boosting productivity and accuracy.