



Hannah Dick



EDUCATION

Bachelor of Science | August 2020 – December 2023

University of Kentucky | GPA: 4.0

Major: Digital Media & Design | **Minor:** Computer Science

CONTACT

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Conference & Events Services Manager — University of Kentucky

December 2024 – Present

- Manages all aspects of event technology, including Cadmium setup, registration platforms, mobile apps, and CPE certificate creation.
- Oversees CBMI content management, ensuring accurate faculty records and attendee data.
- Facilitates CBMI accreditation processes, including booklet creation, expert reviewer coordination, and compliance tracking.
- Assists in conference planning and logistics, managing curriculum, faculty schedules, registration, and attendee experience.

SKILLS

- Event Planning
- Conference Management
- Customer Service
- Event Technology
- Problem Solving
- Registration Systems

Freelance Graphic and Web Designer

October 2020 – Present

- Designs cohesive and visually engaging logos, branding guides, websites, social media graphics, and promotional and informational materials for a diverse range of clients.
- Develops and implements branding strategies and marketing plans that resonate with target audiences and effectively communicate client values across platforms.
- Coordinates closely with clients through regular email communication, virtual meetings, and in-person sessions to gather feedback, clarify objectives, and refine design elements.
- Consistently meets deadlines and client expectations by managing project timelines, setting realistic milestones, and adjusting designs as needed to ensure the final product aligns with client vision and goals.

SKILLS

- Detail-Oriented
- Time Management
- Client Communications
- Adobe Illustrator
- Canva
- Web Design (WordPress & Wix)
- Social Media Marketing
- Branding
- Project Management
- Event Material Design

CBMI Conference Acting Director — University of Kentucky

May 2024 – August 2024

- Led a team of over 30 staff and volunteers in preparing and executing a professional development conference held in July for 800 attendees and 59 faculty.
- Facilitated logistics and organization for a schedule of 220 hours of curriculum and coordinates with venues, faculty, attendees, vendors, and the registration team.
- Trained a new Graphic Design and Marketing Intern on organization systems, design guides, software, and logistics to ensure a seamless succession.

SKILLS

- Team Leadership
- Event Planning
- Conference Management
- Customer Service
- Public Speaking
- Problem Solving

Graphic Design & Marketing Creative — University of Kentucky

March 2022 – May 2024

- Worked with multiple departments under Auxiliary Services including to design a variety of marketing, promotional, and informational materials, as the first to hold this position.
- Established an annual content calendar and digital marketing tracking system to streamline marketing campaigns and adapt based on platform insights and website activity, increasing conference registrations by an average of 100 attendees annually.
- Created all graphics and icons for the conference mobile app each year and built a new conference website using Drupal software.
- Increased LinkedIn group by 13%, Instagram followers by 170+, and created a Facebook group with 130+ members over 3 years.
- Led a Marketing & Communications subcommittee of staff and volunteers who assist with other conference and marketing needs.
- Developed a detailed branding guide with newly designed graphic elements to maintain consistency across all conference promotional and informational materials.
- Designed all conference signage, printed materials, and social media graphics, as well as email campaigns and promotional videos using conference footage and branding graphics.

SKILLS

- Adobe Illustrator
- Adobe InDesign
- Adobe Premiere Pro
- Salesforce
- Social Media Marketing
- Print Marketing
- Graphic Design
- Web Design
- Drupal
- Committee Chair
- Teamwork
- Google Analytics
- Conference Materials
- Signage Design
- Event Organization
- Mobile App Design
- Branding Design

Web Designer — Lewis and Clark Trust Inc.

April 2022 – May 2024

- Redesigned the layout and edited content for two WordPress websites, with the Elementor plugin, to add an educational narrative of the Lewis and Clark journey, and provide a better user experience through design.
- Created an educational and interactive map on Webflow, of the Lewis and Clark expedition's landmarks in Kentucky.
- Developed an ecommerce page using Clover and WooCommerce plugins to allow for contribution collections on the website, and set up Google Analytics to track website activity.

SKILLS

- WordPress
- Google Analytics
- Client communication
- E-commerce
- Web Design
- Webflow
- Brochure Design

EXPERIENCE