

Heather Roell

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Self-driven, inspiring, organized, innovative, and creative Graphic Designer who has a natural and wide-ranging curiosity and is driven to continuously improve skills including my design and marketing craft. Has experience in the full design workflow and concept development starting with creative briefs and research, to brainstorming, sketching ideas, troubleshooting, implementing feedback, and creating several renditions of prototypes to create visually beautiful aesthetics.

EDUCATION

Austin Community College

Associate Degree of Applied Science

Estimated Completion: May 2023

Scholastic Excellence Award

Relevant Coursework: Basic Illustration • Design Communications • Responsive Design • Typography • Digital Publishing • Design Concepts • Vector Graphics Production • Digital Imaging

Austin, TX

Major: Visual Communications

Graphic Design Specialization

GPA: 3.766

The University of Texas

Bachelor Degree of Business Administration

Completed: May 2000

Relevant Coursework: Principles of Marketing • International Trade • Applied Promotional Communications and Strategies • Consumer Behavior • Marketing Policies • Business Ethics • Marketing Information and Analysis • Business of Music • Strategic Management in Fashion

Austin, TX

Major: Marketing

GPA: 3.1578

WORK EXPERIENCE

Freelancer

(05/2022 - Current)

- Consulting with clients to develop concepts and fulfill various Graphic Design business requirements such as postcard creation, book cover art, logo enhancement, photo editing, digital assets, and PDF to Illustrator conversion to help with their promotional needs and print production
- Provide project scope, creative strategies, file clean up, digital design, custom shape creation, color conversion, and map editing services for complex projects for clients to ensure informative and clean presentations as well as digital marketing assets
- Ensure high-quality output by utilizing the latest design software and design trends while offering deadline flexibility to clients ranging from tight-deadlines to more long term needs

Austin Community College

(8/2022 - 12/2022)

Production Assistant, Digital Content Coordinator Intern

Austin, TX

- Design and create advertising and promotional materials for the Drama Department, including logos, fliers, templates, digital ads, and social media assets, including special formatting designs for Facebook and Instagram, to promote 10 upcoming classes and several events using the ACC Brand Guidelines under minimal supervision
- Creative services, design, and development of the Drama Department's prospectus highlighting its programs and goals including photography layout, information hierarchy, and infographics using Adobe Suite
- Video editing, production, and motion graphics using provided storyboards to showcase the Drama Department's upcoming show to engage potential students and audiences

VOLUNTEER EXPERIENCE

Lively Middle School PTSA

(9/2021 - Current)

Various Positions including Communication Coordinator and President

Austin, TX

- Cultivate all communication for the PTSA for over 1,150 students and their families, including distribution and content creation of engaging written communication such as email newsletters, copywriting, web content, and social media posts
- Develop strategies to manage digital media efforts and grow the PTSA's online presence by researching the latest web technology available to the non-profit and through consistency with email marketing, website creation, UX design, software product management, and social media management while collaborating with others in executive leadership
- Design and actively maintain the PTSA's website, ensuring that it effectively communicates the organization's mission, initiatives, and accomplishments to its members and the wider community including landing pages for several programs, designing website elements, journey mapping, and enhancing the user experience design

Girl Scouts of Central Texas

(10/2015 - Current)

Various Positions including Service Unit Director

Austin, TX

- Consistently lead programming efforts for over 760 Girl Scouts and over 650 volunteers in the Bluebonnet Circle Service Unit, ensuring that events and activities were engaging and inclusive. Additionally, participate on committees which have a significant impact on programming for over 13,500 Girl Scouts and volunteers in Central Texas
- Communicate effectively with over 1,300 volunteers and caregivers through various channels using written and verbal communication skills such as speaking at meetings and events, email campaigns, content development, digital communications, and social media management to keep them informed about upcoming events and program updates
- Provide marketing support and scheduling of dozens of annual programs, activities, education and training for Girl Scouts and volunteers using a variety of platforms and work to inspire new members to join and contribute to the community

Summitt Elementary PTA

(8/2015 - 7/2023)

Various Positions including Vice President of Programs

Austin, TX

- Supervised teams of volunteers in the creation and implementation of programs for over 850 students and their families, making certain they were engaging and well-received by a diverse audience
- Design and produce professional marketing and sales materials for events, including eye-catching banners, dynamic signs, optimize graphics, and engaging fliers. Also was collaborative with Vietnamese team to help with translation for our Vietnamese population.
- Maintain quality control of marketing operations, activities, and materials to be sure they adhere to new branding guidelines and marketing objectives to communicate the PTA's message while successfully increasing membership by approximately 60% over a 2 year period

TECHNICAL SKILLS

Adobe Creative Cloud • Microsoft Office Suite • Google Workspace • Miro • Figma • CMS • Wordpress/Wix • Typography • SEO • Print Design • Logo Creation • HTML/CSS • Develop and Implement Marketing Plans • Marketing Materials • Social Media Campaigns • Brand Development • Brand Identity • Brochure Design • Visual Design • Web Design • Design Thinking

FUNCTIONAL SKILLS

Multitasker • Independent Thinker • Project Management Skills • Time Management Skills • Attention to Detail • Problem-Solving • Brand Awareness • Staff Development • Strategic Marketing • Self-Motivation • Positive Attitude • Team Building • Adaptability • Analysis Skills • Design Review • Creativity • Organizational Skills • Teamwork

MEMBERSHIPS

AIGA • Texas Exes, Lifetime Member • Girl Scouts, Lifetime Member • Mended Little Hearts • Lively PTSA • Murchison PTA • Dell Children's Trust