

ANNE DONAHUE

St. Louis, Missouri | Cell: (314) 852-1347 | Email: anne.donahue23@gmail.com

PROFESSIONAL SUMMARY

Collaborative graphic designer with five years of agency and freelance work in the SaaS, Tech, Hospitality, and Health + Wellness industries (*full list of industries pg 2*). Driven team member with self-taught knowledge of animation, video editing, and web design. Experience managing branding and website projects from inception to execution using project management systems and collaborating with outside teams to deliver exceptional work.

WORK EXPERIENCE

GRAPHIC DESIGNER, PROJECT MANAGER

October 2017 – December 2022

alpha | BRAVO (*full-time '17-'20, part-time since April 2020*)

- Assisted Creative Director/Partner with branding, web design, editing, presentations, client communication & project management
- Developed digital assets using established brand guidelines for 36+ clients in the Food, Service, Hospitality, Pharma, Health + Wellness, Entertainment, SaaS, Auto, and Marketing industries
- Learned front-end web development skills to grow web clientele by 75% in 4 years

SENIOR DESIGNER

September 2020 – April 2022

Pigeon Platform, Inc. (*contract, part-time*)

- Supported Marketing Director in social media planning by developing a content calendar, pillar topics, and outreach strategy that aligned with Pigeon's mission and branding
- Implemented a video animation campaign to simplify Pigeon's SaaS platform for different user groups
- Redesigned the website to target the B2B audience, switching from the B2C audience, using color theory, copy edits, and assisting illustration visuals
- Increased brand awareness by developing a stronger brand strategy for presentations, social media, web, and print mediums

CREATIVE DIRECTOR, SENIOR DESIGNER

November 2021 – March 2022

Caputo Consulting, Inova Staffing Agency (*contract, part-time*)

- Constructed new branding and strategy for a staffing agency switching from a local to a national audience, targeting businesses seeking employees and applicants seeking employment
- Designed a new website using Figma, utilizing UX/UI principles to help separate audiences navigate through targeted information more efficiently
- Was a dedicated resource to the client and contractor for navigating their strategy and external branding

EDUCATION

BACHELOR OF ARTS, GRAPHIC DESIGN

2013 - 2017

Xavier University, Cincinnati OH

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SKILLS & TECHNOLOGY

Branding / Creative Strategy
Content Plan & Strategy
Collaboration
Project Management
Front-End Web Design
Video Editing
Motion / Animation
Presentations

Adobe Creative Cloud
Figma / Sketch
WordPress - Elementor, WP Bakery
Google Suite / Microsoft 365
Monday.com / Clickup / Mavenlink

INDUSTRIES

Food / Restaurant
Hospitality
Pharma
Health + Wellness
Entertainment
SaaS
Auto
Marketing
Agency
Insurance
Home Improvement

REFERENCES

Aaron Newton

alpha | BRAVO

Partner, Creative Director

Beth Newton

alpha | BRAVO

Partner, CEO

Devin Christopher

Pigeon Platform, Inc. (former)

Director of Product Marketing & Client Services

Allison Plante

Caputo Consulting (former)

Project Manager, Marketing Director

contact information upon request