



Deanna Denham-Hughes

+852 5186-3573 • deannadenham@gmail.com • <http://deannadenham.com>

Education

Savannah College of Art and Design
Atlanta, Georgia, USA
Bachelor of Fine Arts – Graphic Design
2011

Skills



Adobe Creative Suite
Microsoft Office
Art Direction
Digital Marketing
Illustration
French – Conversational

Awards

**OMMA Online Advertising
Creativity Award**
Forever Summer
2014

Savannah College of Art and Design
Combined Honors Scholarship
2007 to 2011

Dean's List
2008 to 2010

SCAD Leadership Award
2009, 2010

Affiliation

**The Professional Association
of Design (AIGA)**
Atlanta, Georgia Chapter
2011

Additional Information

Current location
Hong Kong

Eligible to Work in Hong Kong

*References and proof of visa available
upon request.*

Experience

Baumhaus, Ltd. | Home of Hong Kong's #1 Kindermusik Program
Wan Chai, Hong Kong
Marketing & Events Manager, 2016 to Present

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Management: Led new marketing team. Managed a team of 2. Strategised and implemented clear processes and protocols for marketing and events. Design and execute lead generation campaigns by:

Digital Marketing: Client analysis, strategy development, regular performance analysis on online campaign results and advertisement improvement

Social Media: Created content and implemented online advertising campaigns across online channels for Hong Kong region, including creating a new blog to enhance SEO performance.

Graphic Design and Branding: Complete brand refresh including updated logo. Created brand guidelines, marketing materials and new website (<http://baumhaus.com.hk>) Designed advertising creative including eDMs, e-banners, e-Newsletters, leaflets and brochures.

Events: Pre- and post-event management including weekly birthday parties, budget control, event on-site display set-up and dismantle, plan and liaise with vendors on event production and event logistics. Design and execute post-event lead generation campaigns for driving the prospects into lead funnels.

carter's | OshKosh B'gosh | #1 manufacturer of children's apparel
Atlanta, Georgia, USA
Graphic Designer, 2012 to 2016

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Photo Shoot Production: Organized, coordinated and assisted seasonal brand photo shoots for domestic and international use. Worked with buying, merchandising, marketing and international teams to ensure that everyone's needs were met. Restructured and streamlined photoshoot preparation to increase efficiency and keep all teams accountable. Modified process helped to keep photo shoot organized and under budget.

Art Direction: Directed laydown photo shoots, animations, direct mail and social media campaigns.

Branding and Illustration: Responsible for branding and marketing pieces for multi-channel marketing campaigns including print, retail and web. Exceeded traffic projections and increased retail sales 4 quarters in a row.

Social Media: Concepted and created social media campaigns. Grew our social media engagement by 567% within 7 months.

Direct Mail: Concepted and designed catalogs, postcards and advertisements. Prepped and participated in executive reviews and sign offs.

Cryovac | Sealed Air

Duncan, South Carolina, USA
Graphic Designer, 2011 to 2012

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Collaborated and designed a variety of package designs for multi-million dollar clients. Gained experience in large format printing. Participated in client meetings.

Savannah College of Art and Design

Atlanta, Georgia, USA
Student Representative, 2010 to 2011

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Administrative, database and scheduling assistance to the office of admissions. Brand representation, provided information and campus tours to prospective students and guests.

Freelance Clients include

The Creative Community Ltd | Baumhaus, Hong Kong
City University of Hong Kong, Hong Kong
Aquis Search, Hong Kong
Brick & Nosh, USA
Honey Bee Studios, USA