

TIORA HACKLEY

G R A P H I C D E S I G N E R

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EXPERIENCE

OLD DOMINION UNIVERSITY Norfolk, VA **Creative Services/Marketing Assistant for the Athletics** **2015-Present**

Assists the creative director with graphic design of multi-media projects. Produce multi-media projects that include media guides, posters, signage, email graphics, schedule cards, logos, game programs, social media graphics, video boards, promotional and both digital and print advertising in a fast-paced environment. Prepare projects for print and work with vendors until final product is complete. Shot and edit athletic events both photograph and video utilizing adobe creative suite software. Write and Post social media content to Twitter, Facebook, Instagram, etc. Coordinate social media materials for recruiting efforts (WBB, MBB). Create graphics that give the (WBB and MBB) program a strong presence in social media for recruits, fans, and alumni. Create weekly graphics to send to recruits via mail and social media. Oversee social media content that informs recruits, student-athletes, alumni and supporters of the programs. Monitor trends in social media tools and best practices. Produce reports defining progress, identify problems and solutions.

UNDER ARMOUR Baltimore, MD **Graphic Designer for the retail design team 2014**

Created and executed marketing materials daily at a high-volume in a fast-paced environment for the retail design team. Managed multiple projects across a variety of brands at once with revolving time-lines. Maintained the brand for all of the Under Armour retail stores worldwide.

VIRGINIA STATE UNIVERSITY Petersburg, VA **Media Specialist 2013-2014**

Created and produced all multimedia projects for the athletic department. Photographed all fourteen sports and assembled media kits for the athletic teams monthly. Created email newsletters monthly, billboards, social media graphics and other digital assets. Created graphics that gave the program a strong presence on social media for recruits, fans and alumni.

PRINT 'N' SHIP Virginia Beach, VA **Graphic Designer 2013**

Created and produced multi-media projects for the company. Assisted in the development of visual concepts for branding and advertising.

EDUCATION

MARYLAND INSTITUTE COLLEGE OF ART (MICA)

Baltimore, MD "Post-Baccalaureate" 2015

VIRGINIA STATE UNIVERSITY (VSU)

Petersburg, VA BFA Graphic Design 2013

AWARDS

MICA SquareSpace Contest
"Best Portfolio Website"

MICA Merit Graduate
Scholarship

"YOUAREIMPOSSIBLE"
featured on the blog, Bmore Art,
April 2015

Sports Poster Swag Blog
"Best of the Past Week"

EXHIBITIONS

MICA
"Impossibility" 2015

VSU
"Red" 2013

PROGRAMS

Adobe InDesign CC
Adobe Photoshop CC
Adobe Dreamweaver
Adobe Illustrator CC
After Effects CC
Lightroom CC
Adobe Muse CC
Adobe Premiere CC
Media Encoder

SKILLS

Project Management
Customer Service
Photography
Problem Solver

REFERENCES AVAILABLE UPON REQUEST