

MADISON HUMMER

GRAPHIC DESIGNER

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RELEVANT EXPERIENCE

● **Metro Commercial Real Estate**
Mount Laurel, NJ
2021 - Present

Graphic Designer

- Conceptualize, design, and edit branded and custom materials including, but not limited to; proposals, aerials, maps, site plans, floor plans, offering memorandums, property brochures, presentations, social media posts, photographs, videos, and logos
- Produce graphic design artwork to support marketing efforts using Adobe Creative Suite software for a wide variety of print and digital formats
- Create high-quality tour and site materials for Fortune 500 tenants including Target, Chase, TJX, BJ's Wholesale Club, Tesla, and more
- Ensure consistent brand identity across all marketing materials while balancing corporate and custom branding
- Design and prepare files for email blasts publicizing available properties, seeking sites, company announcements and accomplishments
- Perform demographic analysis, produce maps, and create visualizations using Esri ArcGIS to incorporate within marketing projects
- Cross-manage multiple projects at one time in a fast-paced work environment using Smartsheet
- Leverage knowledge of the latest graphic design and multi-media technology, applications, and trends to inform creative projects

● **Knot Just Any Day**
Wilkes-Barre, PA
2019 - 2021

Stationery Designer and Video Editor

- Designed a line of custom, ready-made wedding and special event stationery for PAPER by Knot Just Any Day
- Assembled stationery orders for clients
- Conceptualized and photographed flat lays for social media posts and promotional use
- Collaborated with creative team to design computer-generated artwork for marketing and promotional materials
- Assisted lead videographer with editing multi-camera, documentary-style coverage of ceremonies and reception extras

● **FOX 56 WOLF-TV, MyTV WQMY**
Wilkes-Barre, PA
2018 - 2021

Sports Photographer, Replay and Graphics Operator

- Operated camera, replay, and graphics for *Friday Night Rivals* and *High School Hoops*, two major live broadcasts of local high school and college sports
- Built, edited, and coordinated graphics during pre-production and live taping of games and events
- Set up, broke down, and collected all equipment
- Collaborated directly with reporters, producers, directors, and engineers to develop a successful production

EDUCATION

● **Wilkes University**
Wilkes-Barre, PA
2017 - 2020

Bachelor of Arts in Communication Studies

- Concentrations in Media Production and Multimedia Journalism
- Minors in Studio Art and Women's & Gender Studies

SKILLS

- Adobe Creative Suite
- Layout and design
- Microsoft Office Suite
- Verbal/written communication
- Camera operation