

Amplifying brand success through ideas and leadership

PROFESSIONAL EXPERIENCE

VISUAL COMMUNICATIONS MANAGER

April 2014 » March 2020

- Increased client engagement and sales through flyer and email support for sales representatives
- Generated successful campaigns for both outbound and inbound marketing initiatives
- Helped inspire entire sales team each year through the annual sales conference and trade show
- Creative lead on corporate rebranding initiative, including several internal sub-brands
- Designed corporate Website, sub-brand site (rl.studio), blog site, and Regency e-commerce site
- Produced impressive SEO results increasing Web traffic and search ranking over 400%
- Created successful social media campaign ideas increasing brand engagement and awareness

REGENCY LIGHTING

Kennesaw, GA

ART DIRECTOR

October 2010 » April 2014

- Generated over \$500,000 in sales (over \$250,000 in 2012 alone) with "best seller" product designs
- In 2012 and 2013 generated over 30% more sales with less pages and less products than in previous years
- Generated leading sales as creative lead for the 2011, 2012, and 2013 Holiday Collection catalogs
- Managed multiple projects while co-directing/co-managing a team of six creatives
- Managed multiple 220+ page catalogs each month with new product designs and page layouts
- Designed top-selling products in 2011 and 2012 Holiday Collection catalogs
- Ongoing SEO strategist, consultant and contributor to the internet management team
- Principal creative team member for e-mail marketing design and development strategies

HD SUPPLY

Marietta, GA

GRAPHIC DESIGNER

March 2009 » October 2010 (also worked at the Kennesaw franchise from 1998 to 1999)

- Sole graphic designer for 100% of franchise clientele
- Self-directed high volume project management with extreme deadlines for walk-in clientele
- Instrumental in the growth of the Kennesaw franchise's first year in business

ALPHAGRAPHICS

Alpharetta, GA

SENIOR ART DIRECTOR

April 1999 » March 2009

- Lead creative and account manager on one-third of companies clientele
- Instrumental in growing company's largest client into \$1,000,000 grossing account
- Essential contributor to development of corporate standard operating procedures for project workflow
- Primary agent for implementation and management of best practices in corporate procedures
- Provided pivotal counsel to staff for better company productivity and performance
- Helped company become a national industry leader for non-profit fund raising communications
- Managed high volume of work with very tight deadlines
- Managed one junior creative
- Managed upgrades for software, hardware, and training for entire staff

CATALYST MARKETING COMMUNICATIONS

Kennesaw, GA

RECOMMENDATIONS

"...thank you for what you helped us accomplish..."

EVAN REGENSTREIF
Regency Lighting - Owner, CEO

"...helped to make us the success we are today..."

ANDREW EICHENBLATT
PrintGraphics - Owner, Operator

"...one of the best art directors I've ever known..."

STEPHEN LEE
Catalyst Marketing - Owner, Creative Director

Dennis Hughett

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CORE COMPETENCIES

MANAGEMENT

- Teams
- Multi-project
- Workflow
- File management

WEB AND MARKUP

- Hand-coding (html, css, php, wp)
- Front-end design
- Responsive design
- E-mail design
- SEO
- Social media marketing

PRINT

- Expert knowledge
- Print production
- Best practices

SOFTWARE

- Adobe InDesign (expert)
- Adobe Illustrator (expert)
- Adobe Photoshop (expert)
- Adobe Dreamweaver (proficient)
- Adobe XD (proficient)
- Affinity Publisher (competent)
- Affinity Designer (competent)
- Affinity Photo (competent)
- QuarkXPress (expert)
- Brackets (proficient)
- Firebug (proficient)
- MS Office (proficient)
- Logic Pro (competent)

ADDITIONAL

- Well-versed in the "Inbound Methodology"
- Avid seeker and learner of new technologies, better workflows, and great file management

CERTIFICATIONS, AWARDS

- **HubSpot Inbound and design certified**
- Georgia Community Bankers Association **2007 Julian Award for best Website design** – in association with Spin Concepts Marketing, LLC

EDUCATION

Field of Study: **Visual Communications**
DeKalb Technical Institute - Clarkston, GA