



# SAMANTHA HYTRY

GRAPHIC COMMUNICATIONS & MARKETING

715-891-7620

linkedin.com/in/samantha-hytry

samanthahytry.com

Samanthahytry@gmail.com

## EDUCATION

UW - Eau Claire  
Bachelor of Science - Art:  
**Graphic Communications  
Marketing Minor**

Graduated Magna Cum Laude  
May 2020

## SKILLS

### Adobe:

Illustrator, Photoshop, Portfolio,  
Lightroom & Indesign

### Media:

Instagram, Facebook, Snapchat,  
LinkedIn, Twitter, Pinterest, TikTok  
Behance, & YouTube

### Web:

Hootsuite, Wordpress, Google  
Analytics, Square Space, Wix,  
Shopify, Shogun, Google Ads,  
Facebook Business Manager,  
Sprout Social, Mail Chimp,  
Ontraport, Mailshake, Mailing  
Lists, Call Loop, Upwork, & Trello

### Design:

Print & Digital Knowledge,  
Basic HTML, Typography Layout,  
Wacom Software & Coding

### Personal:

Communication, Flexibility, Time  
Management, Networking, Project  
Management, Leadership,  
Marketing & SEO

## COMMUNITY INVOLVEMENT

**Volunteer Graphic Designer**  
North Loop Association

Create graphics for GoFundMe  
fundraiser for upgrades at the North  
Loop dog park.

## WORK EXPERIENCE

### Graphic Designer & Marketing Coordinator | Eden Prairie, MN | Hammer Made

August 2020 - Present

- Manage 40,000+ email contacts with weekly email blasts generating 24% of our yearly online sales.
- Design and order printed signage for seven national stores based on seasonal events/sales.
- Coordinate all social media efforts across five platforms improving yearly interactions by 45%.
- Update and design website branding for all sales, promos, and new product collections.
- Work directly with the CEO to assist with seasonal product design, development and orders.
- Create designs for all billboards, digital ads, print and branding ads throughout campaigns.
- Assist with scheduling remarketing ads across all online platforms to remarket to web visitors.
- Report weekly sales, product stock, best sellers and marketing benchmarks to the full team.
- Coordinate and manage all photoshoot efforts with photographers, models and product.

## FREELANCE EXPERIENCE

### The Sammy Jo Designs

2013 - Present

- Plan and illustrate posts on Instagram based on seasonal themes and trends (currently 11.2k followers)
- Work directly with brands to generate illustrations and graphics for their accounts based on style.
- Build brand styles, create logos, and develop print materials based on freelance occurrences.

### Illustrator | Remote | Just Girl Project

May 2020 - Present

- Contribute themed illustrations to the Instagram feed of @justgirlproject (currently 740k followers).
- Generate and drive sales for thejustgirlproject.com by cdesigning products for purchase.
- Follow current trends and news topics to create relatable content that drives social media impressions.

### Graphic Designer | Remote | My Girlfriend Renee

November 2019 - August 2020

- Designed graphic t-shirts to be sent in monthly subscription boxes to over 100 women.
- Created print materials including; shipping branding, postcards, and social media content.
- Work to keep a cohesive branded style among all digital and print material within the business.

## INTERNSHIP EXPERIENCE

### Graphic Design Intern | Remote | Liquid Screen Design

June 2018 - January 2019

- Created content, mock-ups, and branding for 'swag-stores' utilized by clients for their company/event.
- Redesigned logos for clients including K-12 schools, non-profits and businesses for their branding.
- Designed a style guide, marketing plan and social media guide that launched in 2018 in Chicago, IL.
- Worked remotely through phone calls, emails and weekly conference calls with teammates.

### Marketing & Outreach Intern | UWEC | Career Services

September 2018 - May 2019

- Met weekly with professionals to gain office knowledge to publically share with others on campus.
- Planned and ran outreach events on campus to spread awareness of resources in the office.
- Assisted coordinating the bi-annual career conference event with employers, volunteers and students.

### Media Coordination Intern | Chippewa Falls, WI | Advanced Laser

June 2017 - December 2018

- Created media content using SEO to improve search quality by 30% than previous traffic.
- Designed graphics, banners and signs that were installed throughout the building for branding.
- Redesigned and launched an entirely new website which doubled orders and traffic to the site.
- Sat as the representative for the company at the local Industry and Technology museum.
- Renovated a 1,000 sq. ft. museum exhibit within the museum to tell the history of the company.