



HMK DESIGNS

HEATHER MARTZ-KELLER

HEATHERMKDESIGNS.COM | HMK@HEATHERMKDESIGNS.COM

EDUCATION

Stevenson University, May 2019

Bachelors of Science:

Visual Communication Design

Graphic Design

Marketing & Business

Magna Cum Laude, 3.9/4.0

SKILLS SUMMARY

Campaign Execution

Content Creation & Strategy

Lead Management

Integrated Marketing Comm.

Visual Communication

Graphic Design

Adobe Creative Suite

Market Research & Analysis

Digital & Email Marketing

Copywriting

CRM Platforms

SEO, SEM & Optimization

Editorial & Print Design

Web Design & Development

Strategic Consulting

Critical Creative Thinking

Social Media Management

Event Planning

SPECIAL PROJECTS

Community Art & Design Intern,
Art With A Heart | Jan - May 2018

Founder & Owner,
Lovely Lily Lun | Apr 2020 - Present

Professional Associate for Design,
Member of AIGA | Fall 2016

Phi Sigma Sigma, Zeta Chi Chapter
Executive Council | Fall 2016

EXPERIENCE ◆

SENIOR MARKETING SPECIALIST

Nederman Group | Mar 2023 - Present

Developed & executed campaigns through content creation, email, social media, optimization, advertising, event planning, etc. Increased web traffic by 2000% in Q2 through Q4 through integrated marketing techniques & content strategy. Researched marketing trends & targeted audience behavior to enhance lead generation by over 55%. Properly maintained leads in CRM platforms & continued to develop brand standards for each division, recognized globally.

MARKETING ASSOCIATE & GRAPHIC DESIGN LEAD

DTC, Inc. | Jan 2021 - Mar 2023

Created all internal marketing, branding, & client-facing material. Designed & managed content for social media platforms. Designed & developed website, while overseeing SEO rankings & keywords. Implemented corporate impact & volunteer strategies, company-wide. Developed brand standards with a focus on lead generation, increased by 60% & expanded into 4 additional industries.

LEAD GRAPHIC DESIGNER

House of the Moon | Mar 2021 - Mar 2023

Established social media strategy across various platforms. Lead marketing & social media campaigns. Redesigned website & key assets while monitoring SEO rankings & keywords. Created fundraising, nonprofit, materials for different target audiences. Designed original HOM promotional items, including apparel.

EDITORIAL DESIGNER

Baltimore Magazine | Feb 2020 - Jan 2021

Conceptualized & designed portions of the front & back of book, covering areas: food, travel, politics, beauty & lifestyle with a focus on typography, hierarchy & editorial layouts. Coordinated with photographers, videographers & freelancers. Assigned photography & illustration projects. Oversaw projects through production & pre-press, including initial design, visual concept, image choice & page proofs.

SALES LEAD & VISUAL MERCHANDISER

Ann Taylor & Loft | May 2018 - Jan 2021

Visual merchandiser & social media manager for 4 stores, focused on fashion & lifestyle content creation. Hosted & conducted meetings across the district to analyze sales traffic & review profit-and-loss. Increased opened credit cards by 25%. Curated a wardrobe for customers internally. Oversaw e-shopping orders through online platforms. Handled customer & associate conflicts.