

# Hannah Rawitscher

Greater Boston Area

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## Education

### Denver Ad School

08/2022 – 12/2023

Art Direction

### Suffolk University

2018 – 2022

BA, Advertising

Minor Marketing, Graphic Design

Magna Cum Laude

### Rhode Island School of Design

2023

Continuing Education

Graphic Design

## Skills

**Technical** Adobe Creative Suite (After Effects, Dreamweaver, Dimension, Illustrator, InDesign, Photoshop, Premiere), CSS, Figma, Google Suite, HTML, Midjourney, Microsoft Office Suite (Excel, Word, PowerPoint), Veed  
**Design** Art Direction, Branding and Identity, Graphic Design, Layout Design, Packaging Design, Web Design, Visual Design, Typography, Storyboarding, Video Editing and Motion Graphics

**Project Management Tools** AirTable, Asana, ProjectHub, Trello, Sitecore, Slack, Sprout Social, HubSpot

**Other** Concept Development, Creative Direction, Project Management, Social Media Management, Marketing

## Praises

"Hannah is a tenacious art director who is always working to up her game. A conceptual thinker with a keen eye for design, Hannah was great at taking feedback because she loves to grow won't settle for 'good enough'. She'd be a valuable AD asset to any agency!"  
– Jesse Alkire, Founder, Denver Ad School

"I was so impressed by her design and art direction skills! She is SUPER hard working and easy to work with. Her creativity is not only unique but mind-blowing, making her the absolute dream addition to any creative team."  
– Andrew Gonzalez, Creative Director, Dentsu & Golin

## Experience

11/2024 – Present

### Junior Designer | Wayfair

I design and produce a high volume of marketing and advertising assets across all channels – managing 20+ projects at once under tight deadlines. Deliver cohesive, on-brand visuals from concept through execution, supporting major promotions, sponsored events like SXSW, and branded content like the Tastemakers series that highlights high profile interior designers.

09/2022 – Present

### Art Director/Designer | Freelance

Led diverse design projects, including menu designs, rebranding initiatives, and social media content. Clients include Seed To Spoon, Colossus, The Marmalade Studio, and Royal Hotpot & Sushi Bar in Quincy, MA. Successfully delivered creative solutions that aligned with each brand's unique identity and market positioning.

06/2024 – 08/2024

### Associate Art Director Intern | Digitas

Collaborated with agency teams to design and execute creative activations and campaigns for Bank of America. Responsibilities included crafting key art, developing presentation decks, ensuring brand consistency across all visuals and presenting in front of client.

04/2024 – 06/2024

### Junior Art Director | Concept Arts

Worked full-time in the Brands department as part of the Freelance team. Developed branding and design solves for clients such as NICE and Olive + Lavender. I created presentation decks, ebooks, branding, and logo options, and designed banner ads for NICE. Ensured all visual assets aligned with each client's vision and objectives, delivering high-quality creative solutions under tight deadlines.

09/2022 – 04/2024

### Marketing Contractor | Culture Fresh Foods Inc.

Designed social media graphics, planned content, wrote captions, focusing on content strategy, analytics, and post scheduling. Crafted presentation pitch decks for Culture Fresh Foods to present WholeFoods and CostCo.

09/2018 – 05/2023

### Office Assistant > Marketing Specialist | Suffolk University

Began as an Office Assistant and transitioned to Marketing Specialist in 2022. Designed and developed advertising materials and managed the website for Suffolk University Sawyer Business School with OMC team, ensuring a seamless user experience and strong brand consistency. Additionally, crafted and implemented social media strategies to boost engagement for university events.

01/2022 – 08/2022

### Marketing Contractor | Ring Communications

Led the design and execution for Suffolk University's student advertising agency, Suffolk In the Hub, which contributed to the student agency winning an award from Suffolk University. Crafted poster designs for the Medfield Foundation. After completing my role as a student, I was hired to work on additional client projects with Ring Communications.

01/2021 – 05/2021

### Social Media Intern | Fishbowl

Researched, created, and scheduled social media content to create alignment with brand voice and objectives. Analyzed performance metrics to improve future strategies and managed the social media calendar.

