

ANNA CLAY

CONTACT

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EDUCATION

DREXEL UNIVERSITY, 2012

Bachelor of Science in Graphic Design

Minor in English

Magna Cum Laude

The Triangle Newspaper

A&E Photographer and Writer, 2008-2012

Drexel Publishing Group

Publishing and Design Intern, 2012

TECHNICAL SKILLS

Mac and PC • Microsoft Office Suite • Google Apps

ADOBE: Photoshop • Illustrator • InDesign

Dreamweaver • Lightroom • Premiere • XD

WEB: Basic HTML & CSS • Google Ads • Figma

InVision • Wordpress • Squarespace • Wix • iContact

Mailchimp • Unbounce • Constant Contact • Sense

Shopify • Klaviyo

VOLUNTEER WORK

PHILADELPHIA READING COACHES

Reader • November 2020-Present

BOOKS THROUGH BARS

Volunteer • June 2016-Present

SAINT ANASTASIA YOUTH SOCCER

Assistant Coach • August 2011-November 2015

WORK EXPERIENCE

ANNA C CLAY CREATIVE

Founder & Designer • March 2021-Present

- Copywrite and design email and other digital marketing for fashion and beauty brands
- Streamline content creation for clients' social media
- Support agency projects for brands such as Saladworks and Margaritaville Foods
- Develop full branding and assets for individuals and small companies
- Manage all business processes and finances

INSOMNIA COOKIES (National Bakery Chain)

Lead Graphic Designer • January 2019-February 2021

- Led junior designers on large-scale advertising projects across print and web
- Coordinated with digital team to create wireframes and web assets
- Implemented project management and cloud file systems to aid creative process
- Assisted in brand transition working with agencies and updating all collateral

MARCUS & MILLICAP (Commercial Real Estate Firm)

Marketing Coordinator • January 2017-January 2019

- Managed all aspects of marketing for real estate team
- Directed freelance designers and outside vendors, such as photographers
- Wrote and designed property proposals and offering memorandums
- Monitored database and launched email and social media initiatives

DUANE MORRIS, LLP (Law Firm)

Graphic Designer, Temporary • September 2016-January 2017

- Produced marketing materials for use by offices worldwide
- Coded and designed HTML email invitations and announcements
- Ensured brand integrity across communications assets

ROSEN, SCHAFFER & DIMEO, LLP (Law Firm)

Legal Assistant and Graphic Designer • July 2013-August 2016

- Managed transition to new content management system
- Created logo, letterhead, and other design materials
- Drafted legal documents and coordinated scheduling

BEAM, LTD (Lighting and Architecture Firm)

Graphic Designer • July 2012-January 2014

- Prepared documents for project proposals
- Produced marketing sheets about the firm, projects, and more
- Organized promotional materials including photographs and project pages

PHILADELPHIA UNION (Professional Soccer Team)

Freelance Graphic Designer • September 2011-July 2013

Graphic Design Intern • March 2011-September 2011

- Generated web and print material including game day collateral and ads
- Developed digital media guide for press for the 2012 and 2013 seasons
- Created ticket cards, booklets, and folders for season ticket holders