

DAVID HARDMAN

MARKETING & COMMUNICATIONS PROFESSIONAL

513.484.1923

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BFA, Plymouth State University, Class of 2009

As an accomplished Marketing & Design Professional with over a decade of experience across a range of industries, I have consistently demonstrated a strong ability to lead creative teams, manage complex projects, and elevate brand identities. My expertise in marketing, graphic design, brand management, and strategic communication has enabled me to drive significant growth and engagement across various platforms. With a proven track record of developing and implementing comprehensive brand guidelines, leading omnichannel marketing campaigns, and enhancing customer experiences through innovative design, I am well-equipped to bring a high level of creativity, organization, and leadership to my next role.

PROFESSIONAL EXPERIENCE

VISUAL DESIGNER

Bigge Crane & Rigging Co.

Jun 2022 - Present

- Spearheaded a refreshed approach to external communications, aligning content production with brand strategy and maintaining a consistent voice across channels.
- Developed and implemented a comprehensive style guide for social media content, resulting in a 300% organic growth in engagement across platforms in 2023.
- Led creative development of print and digital assets, reinforcing Bigge Crane & Rigging's status as an industry leader.
- Directed the design of website UI/UX to enhance customer experience on desktop and mobile platforms.
- Managed design direction and vendor relationships for tradeshow booths, contributing to an additional \$24.5 million record revenue for 2023.
- Executed omnichannel marketing campaigns that significantly boosted end-of-year sales figures.

SENIOR COMMUNICATIONS & BRAND DESIGNER

DPR Construction

Dec 2019 - Jun 2022

- Collaborated with senior leadership to translate strategic initiatives into visually compelling presentations and collateral.
- Created and maintained consistent brand assets across print and digital media, ensuring alignment with corporate identity and messaging.
- Contributed to internal and external communications strategies, influencing visual identity and tone.
- Designed and curated publications that effectively communicated both information and inspiration.
- Ensured adherence to DPR's visual identity guidelines across all marketing materials.

LEAD GRAPHIC DESIGNER

Homewood Mountain Resort

Jun 2017 - Dec 2019

- Partnered with marketing department leaders to conceptualize and execute campaign strategies and designs.
- Orchestrated omnichannel marketing initiatives that drove record-breaking season pass sales.
- Improved project efficiency through meticulous attention to detail and system-oriented approaches.
- Directed photo shoots for digital campaigns, web content, and social media platforms.

ART DIRECTOR

Digital Wood Graphics

Feb 2013 - Jul 2015

- Directed all aspects of marketing and production, including trade and consumer promotions, electronic media, advertising, and product launches.
- Managed the design and production of all print and graphic materials, ensuring accuracy, quality, and alignment with brand standards.
- Oversaw product design and development, including packaging and large format printing, to maintain consistent messaging and visual identity.
- Led external sales initiatives, providing exceptional customer service and market insights to drive business growth.

PROFESSIONAL EXPERIENCE (CONTINUED)

Additional Qualifications:

- Bachelor's degree in Fine Arts
- 10+ years of experience in graphic design and brand management within diverse industries.
- Years of leadership experience, managing teams and overseeing creative processes.
- Proficiency in Adobe Creative Suite (InDesign, Photoshop, Illustrator, DreamWeaver, Acrobat).
- Strong understanding of design, offset print production, and web production processes.
- Excellent project management skills with the ability to handle multiple projects, tight deadlines, and technical challenges.
- Experience in developing and implementing brand standards and guidelines.
- Highly organized with a keen eye for detail and a strong sense of visual design and balance.
- Ability to balance both creative and technical challenges effectively.
- Strong communication and collaboration skills, with a proven ability to work both independently and as part of a team.

Additional Relevant Experience:

- Developed and maintained corporate brand standards, ensuring all designs align with the company's vision and objectives.
 - Managed project intake platforms and traffic coordination for creative requests, aligning resources efficiently.
 - Conducted cost-benefit analyses and reported on cost savings, ensuring budget adherence.
 - Sourced and collaborated with external graphic artists, agencies, and designers for optimal project outcomes.
 - Led product photo shoots and provided art direction, ensuring high-quality output.
 - Actively participated in the creative process, presenting well-developed recommendations to meet objectives.
 - Oversaw color and print proofing on key projects to ensure professional-level results.
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