

Abi Hickman

Design & Brand Strategy



EDUCATION

B.S. Strategic Communication

Liberty University | May 2022

- Minor in Graphic Design
- Summa Cum Laude, Honors Scholar, AAF Chapter

PROFESSIONAL SKILLS

- Purpose-driven leadership with creative vision and ability to rally others around a shared goal
- Collaboration with peers, supervisors, and other professionals
- Strategy development for internal communication, marketing, and social media
- Adobe Creative Suite, MS Office, and WordPress

VOLUNTEER & SERVICE

- Counselor at Kids Across America Camps and Pine Cove Camps
- Events Support at Liberty Campus Recruitment
- Resident Assistant (2020-2022)

CONTACT

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EXPERIENCE

Graphic Designer & Content Creator

● **Lead Designer**

Office of Student Life at Liberty University | August 2022-Present

- Created visual design on an in-house creative agency servicing 5 university departments social, web, and print design needs
- Led team of two student designers providing art direction, aesthetic feedback, and brand insights

● **Student Designer**

Office of Residence Life at Liberty University | February 2019-March 2022

- Designed internal graphics and marketing for external use, applying brand standards to original design campaigns reaching nearly 8000 residential students
- Transformed the projects of media team peers by providing photo editing with Lightroom, motion graphics through After Effects, and overall digital strategy

Brand Planning Director

NSAC Advertising Team | August 2021-June 2022

- Developed IMC for Meta Quest brand with creative mockups and pitch presentation, winning awards at AAF's District and National competitions
- Established brand objectives, problem analysis, audience segmentation, and campaign slogan grounded in 8 months of research
- Pitched creative, strategy, and tactics in 20 minute presentation to a panel of industry judges

Graphic Design Intern

Medxcel | June 2020-August 2020

- Investigated communication needs for annual project, synthesizing 12 stakeholder interviews and web research into problem analysis and design concept
- Created visual theme and templates for Medxcel Strategic Initiatives campaign and 10+ internal deliverables
- Supported internal and external communications with print and digital graphics

Social Media Manager

Freelance | October 2019-May 2022

- Directed media team by coordinating 5 members to create posts and generate web and social media updates
- Supported staff in an administrative role on media promotions for 20+ projects, including photography, graphics, writing, and scheduling
- Managed 100+ college residents through email communication updates and creating social media posts