



CAROLINE HAMON RESUME

(850) 408-7710
carecmh@gmail.com

PORTFOLIO 

EDUCATION

Florida State University | 2024
Tallahassee, FL

Dual Degree: Bachelor of Science
& Bachelor of Arts
GPA: 3.895, *Summa Cum Laude*

LEADERSHIP

Arrowhead Advertising Team
Director of Secondary Research
Creative Mock-Ups Team Member

FSU CHAARG
Small Group Coordinator

FSU Delta Zeta Sorority
Merchandise Chair

JUNE 2022 - JULY 2022

ItaliaNoles Magazine,
FSU Study Center, Florence, Italy
Creative Director

- Led the Design Team of the FSU Florence (International Programs) Campus Magazine in executing a 60+ paged high quality magazine by determining a style guide and implemented a cohesive design using InDesign.
- Cooperated with the Photography Team, Staff Writers, and Editor-in-Chief to create high quality content.

SKILLS

Brand and Logo Design

Graphic Design

Print & Multi-Page Layout

Digital Ads

Infographics & Data Visualization

Website Design

Social Media

Project Management

Ideation

WORK EXPERIENCE

MAY 2024 - PRESENT

Graphic Designer, Creative Coordinator

Red Hills Strategies, Tallahassee, FL

- Create branded print and digital collateral including multi-page layouts, signage, social media graphics, one-pagers, palm cards, swag, presentation decks, digital ads and other assets across all client accounts.
- Lead or assist in logo ideation, brand development and design, and final brand implementation for clients.
- Design landing pages and multi-page websites and executing website updates to ensure content is accurate, visually appealing, and within brand design system.
- Develop targeted email marketing campaigns to drive engagement, event participation, and brand awareness.
- Write monthly social media calendars, create social media graphics, and utilize scheduling platform to publish.
- Fulfill project management needs including creative asset organization, data collection and analytics, project ideation, task management, ordering of print assets, and ensuring deadlines are met with efficiency.

MAY 2023 - MAY 2024

Part-Time Graphic Designer

The Pod Agency, Tallahassee, FL

- Created branded print and digital assets for clients.
- Assisted in strategic planning and collateral execution of several rebranding projects.
- Offered and received feedback during weekly creative reviews with the Art Director and graphics team.
- Began as an intern and was promoted to a part-time graphic designer position working 20 hours a week.

AUGUST 2021 - DECEMBER 2023

Graphic Design and Events OPS

FSU College of Law, Office of Student Advancement, Tallahassee, FL

- Created print and digital assets to promote student involvement in events.
- Planned and implemented special events designed to recognize students and promote their success.
- Managed social media pages through graphic creation and photography to increase following and student interaction.

AUGUST 2020 - AUGUST 2021

Online Marketing Intern

Tallahassee Dodge Chrysler Jeep Ram Fiat, Tallahassee, FL

- Created promotional materials to promote sales and community participation.
- Enhanced dealership's social media presence through video and photography.
- Reviewed dealership website and specials to ensure accurate information for customers.