

CAROLINE HAMON

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PORTFOLIO | LINKEDIN

www.carolinehamoncreative.com/

EDUCATION

Florida State University

2020 - 2024, TALLAHASSEE, FL

Bachelor of Science &
Bachelor of Arts

Advertising & Studio Art

Experiential Learning

Arrowhead Advertising Team

Director of Secondary Research

Creative Mock-Ups Team

Member

FSU College of Law

Graphic Design + Events OPS

ItaliaNoles Magazine

Creative Director

Tallahassee Dodge Chrysler

Jeep Ram

Online Marketing Intern

SKILLS

Adobe Creative Cloud

Brand & Logo Design

Typography & Layout

Print & Multi-Page Layout

Large Format Print

Digital Advertising

Ideation & Creative Concepting

Website Design

Social Media Content Creation

Project Management

Copywriting

EXPERIENCE

Creative Projects Manager, Lead Designer | Red Hills Strategies

MAY 2024 - PRESENT, TALLAHASSEE, FL

- Design branded print and digital collateral (multi-page layouts, presentation decks, digital ads, signage, and social assets) across a portfolio of 10+ client accounts.
- Serve as Creative Lead on 5+ logo and brand identity projects, guiding development from initial concept through final implementation.
- Design and build multi-page websites for client accounts, including a 20-page site as part of a full rebrand, ensuring every page stays on-brand, accurate, and visually polished. Managing websites as necessary.
- Design monthly social media graphics for 10+ client accounts. Own end-to-end social content strategy for 3 core clients (writing copy, building calendars, and creating both static and dynamic content to publish).
- Coordinate photography and videography assets, organizing and directing usage across all client collateral.
- Manage creative projects end-to-end: Providing feedback and direction to creative team members, tracking performance data, and ensuring on-time delivery across concurrent accounts.

Freelance Graphic Designer | Self-Employed

SEPTEMBER 2024 - PRESENT, TALLAHASSEE, FL

- Led a complete brand refresh for T Villager Designs, updating visual identity to strengthen brand recognition and market positioning.
- Designed a custom logo and brand identity for Fleur and Soleil Mercantile, a vintage boutique in Tallahassee, FL.
- Created digital ads, social media posts and templates, and promotional flyers for the Tallahassee Soccer Association to support outreach efforts.
- Developed a logo and brand identity for Alexa's Finds, a secondhand vintage shop, tailored to reflect the store's aesthetic and target audience.
- Managed multiple client relationships simultaneously, delivering polished design assets on time and aligned with each brand's unique voice while also working a full-time agency position.

Graphic Designer | The Pod Agency

MAY 2023 - MAY 2024, 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.