

# BECCA HUMANN

Graphic Designer + Marketer

## CONTACT

630.903.5200

bhumann34@gmail.com

## WORK

beccahumann.com

behance.net/beccahumann

## SOFTWARE

### Adobe Creative Cloud

Photoshop, Illustrator, InDesign, After Effects, Bridge, Lightroom, Acrobat, Premiere

### Microsoft + Google Productivity Tools

Word, PowerPoint, Excel, SharePoint, Google Docs, Sheets, Drive, Slides

### Marketing Automation + Analytics

Salesforce Marketing Cloud, Mailchimp, Brevo, Braze, Constant Contact, Marketo, HubSpot, Google Analytics

### Web + UI/UX Design

WordPress, Elementor, Squarespace, Figma

### Project Management + Collaboration

Asana, Monday, Lucidchart, Jira, Miro

## EXPERTISE + SKILLS

### Graphic + Visual Design

Branding, Art Direction, Graphic Design, UI/UX Design, Animation, HTML/CSS

### Marketing + Strategy

Marketing Strategy, Content Strategy, Email Marketing, Direct Mail, Social Media, SEO, and Analytics

### Content Creation + Media

Illustration, Photography, Copywriting, Video Editing

## EDUCATION

### Bachelor of Fine Arts

University of Illinois | Urbana-Champaign, IL  
Aug 2008 - May 2012

## EXPERIENCE

### Senior Brand Designer

Oct 2023 - Present

SAI Med Partners | Reading, PA

- Led a comprehensive rebrand, establishing a unified visual identity across all subsidiaries, including logos, typography, color palettes, photography, grid systems, and graphic elements
- Developed event strategies that increased RFP submissions by 200%
- Implemented a social media strategy that boosted engagement by 400%
- Acted as Art Director for a website rebuild, leading design and brand strategy and collaborating with developers and stakeholders to align on business goals
- Standardized marketing collateral — including white papers, one-pagers, decks, social media assets, and emails — to improve efficiency and ensure brand consistency
- Designed and implemented a structured file management system with clear naming conventions for streamlined access and organization

### Brand + Marketing Designer

Oct 2021 - Oct 2023

Propeller Health | Madison, WI

- Developed and executed multi-channel B2C marketing strategies tailored for patients, clinicians, and caregivers across email, direct mail, print, mobile, web, and social media
- Spearheaded Propeller's first recruitment and engagement marketing campaigns, increasing patient enrollment and retention by over 300%
- Led the visual identity component of a company-wide rebrand, collaborating on the broader initiative while driving the modernization of illustrations, iconography, photography, video, and graphic elements
- Championed budget reallocation to develop a video marketing strategy, overseeing storyboarding, filming, animation, and talent coordination
- Created precise technical illustrations for user manuals, enhancing the clarity of product instructions improving customer understanding

### Creative + Marketing Manager

June 2018 - Oct 2021

Kiio Health | Madison, WI

- Developed targeted marketing strategies, including email and direct mail campaigns, to drive enrollment in Kiio's digital care program, generating over \$300,000 in revenue within six months
- Led a rebranding initiative to revitalize Kiio's visual identity, redesigning all collateral and launching a new website to reflect the updated brand
- Served as both designer and copywriter for all B2B and B2C content, creating case studies, decks, event materials, patient app content, website content, white papers, infographics, and videos
- Created and executed cold lead-generation communications, securing contract signings valued over \$100,000
- Managed all social media channels — LinkedIn, Twitter, Facebook, Instagram — driving a 200% increase in lead generation
- Represented Kiio at healthcare conferences and events, engaging with health systems, health plans, and employers

## Graphic Designer + Photographer

Oct 2016 - June 2018

ProClip USA | Madison, WI

- Boosted email sales by over 200%, generating \$150,000 in revenue in three months
- Launched sponsored social ads, driving \$50,000 in revenue in three months
- Designed and developed content for various marketing channels, including social media, email campaigns, events, infographics, flyers, sell sheets, catalogs, and websites
- Strategized and executed digital marketing campaigns across email, Facebook, and Instagram to enhance brand visibility and engagement
- Captured product photography in both studio and on-location settings for use across all marketing channels

## Creative Design Manager

Apr 2015 - May 2016

Paramount Hospitality Management | Orlando, FL

- Managed end-to-end email marketing, including design, copywriting, scheduling, and promotions, driving a 300% increase in revenue
- Developed and executed digital marketing strategies — paid search, paid social, retargeting, and SEO — boosting website traffic and revenue
- Designed a wide range of marketing materials, including print and digital ads, event flyers, social media graphics, logos, menus, and posters
- Redesigned hotel property websites to enhance user experience and drive engagement
- Led all photography efforts, capturing and editing high-quality images of hotel exteriors, interiors, and lifestyle shots for marketing use

## Graphic Designer + Photographer

Oct 2013 - Oct 2014

Brewer Sewing + Quilting | Aurora, IL

- Developed new packaging and advertising strategies for under-performing products, boosting sales by over 300%
- Designed a variety of marketing materials, including catalogs, packaging, sales flyers, order forms, and sell sheets
- Captured lifestyle and product photography for use on the website and marketing collateral

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## FREELANCE + CONTRACT ROLES

### Marketing Manager + Graphic Designer

May 2016 - Sept 2016

Bruce + Tanya (ReMax Team) | Springfield, VA

- Designed and executed print and digital marketing campaigns across direct mail, email, and social media to drive engagement and conversions
- Developed a cohesive brand identity, creating logos, flyers, social media templates, business cards, and postcards to establish a strong visual presence

### Graphic Designer

Aug 2014 - Apr 2015

Digipfoto Entertainment Imaging | Orlando, FL

- Designed multiple souvenir photography products weekly, ensuring seamless alignment with each client's branding standards and guidelines
- Managed project content and coordinated timely delivery for a portfolio of 30+ clients