

HMM



Hannah Matthew Martínez

I'm Hannah, an energetic & enthusiastic Latina designer with over a decade of experience. I've lived & worked in major creative hubs like New York, Los Angeles, & Savannah, drawing inspiration & expertise from these vibrant cities. My global travels across Europe, Asia, Central America, & South America have further broadened my perspective, enriching my design & marketing approach. Specializing in transforming ideas into memorable brands & stories, I blend traditional & digital marketing strategies to resonate with diverse audiences.

Skills At Glance

Branding: Creating memorable, impactful brand identities that tell a story.

Art Direction: Managing visual aspects from concept to production.

Strategy & Positioning: Developing unique market differentiation strategies.

Product Development: Blending creativity and functionality in product design.

Packaging: Designing attractive, functional packaging that stands out on shelves.

Web & UX Design: Creating intuitive, engaging user experiences online.

Video & Animation: Producing visually compelling stories.

Email Marketing: Crafting strategies that boost conversions and revenue growth.

Social Media Marketing: Maintaining cohesive brand stories on social platforms.

Project Management: Efficiently coordinating projects to meet goals.

Leadership: Guiding teams towards collaboration, innovation, and success.

Software Skills

Proficient in **Adobe Creative Suite** (*Illustrator, Photoshop, InDesign*), **Sketch, Figma, Canva, Ceros, Microsoft Office 365, Google Workspace, Squarespace, Shopify, Magento**, & various CRM, project management, email marketing platforms, & AI tools

Let's Connect

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Career Highlights

Freelance Art Director & Graphic Designer (2012 - Present)

In this dynamic role, I've collaborated with industry leaders such as Warner Media, Hugo Boss, & Casa Amigo Tequila, creating unique designs that capture the essence of each brand and align strategically with market objectives. My expertise extends to assisting CPG brands in developing effective go-to market strategies for retail, ensuring their products not only stand out on shelves but also resonate with target consumers. My work spans digital to print media, including brand identities, marketing materials, and interactive designs.

Email & SMS Account Manager, BAD Marketing (2023 - 2024)

Leading a specialized team, I manage comprehensive email & SMS marketing campaigns for 10 diverse clients. This role involves strategic planning, content creation, & analytics to maximize engagement & retention, focusing on personalized marketing solutions that enhance brand loyalty and digital presence.

Graphic Designer, 3060 Advertising (2013)

At 3060 Advertising, I crafted visual narratives for entertainment giants like Starz & the History Channel, designing show posters and innovative marketing collateral key to audience engagement and brand storytelling.

Art Director, SELECT WORLD, Los Angeles (2014- 2019)

I led brand strategy & design for major clients under Procter & Gamble, directing a high-profile Skechers campaign featuring Demi Lovato, merging celebrity influence with strategic brand messaging to enhance brand visibility

Co-founder, Salut (2019 - Present):

As a co-founder of Salut, a botanical drink brand, I oversee everything from product development to sales and production. My role involves managing concept creation, coordinating with co-packers and manufacturers, and driving the business and creative strategies. This hands-on approach ensures Salut's distinctive presence in the competitive beverage market.

Education

Savannah College of Art & Designs Bachelor of Fine Arts in Graphic Design (2009 - 2012)

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I believe that true magic happens when skills, experience, & a positive attitude come together.

With a passion for learning, collaborating, & going above & beyond, I strive to create extraordinary results that exceed expectations!

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