



HANNAH SAITZ

Graphic Designer Specializing in Digital Marketing & Content Design

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SUMMARY

Graphic designer and creative marketing professional with experience designing campaign assets, landing pages, and branded digital content across paid social, email, and web. Skilled in translating marketing strategy into visually compelling designs that support brand storytelling, engagement, and performance-driven campaigns.

SKILLS

- Creative Direction
- Brand & Visual Identity
- Digital Campaign Design
- Advertising & Paid Social Creative
- Brand Storytelling
- Copywriting
- Typography
- Photography

TOOLS & CREATIVE PLATFORMS

- Adobe Creative Suite
- Figma/ Figma AI
- Adobe Firefly
- CapCut
- Google Ads
- Meta Business Suite
- WordPress
- HubSpot

CERTIFICATIONS

Social Media Marketing
(HubSpot, 2025)

Google Ads, Google Analytics 4, & Meta Ads
(DYC: Market Proof Marketing Academy, 2025)

EXPERIENCE

Corporate Digital Marketing Coordinator

Nov 2024 - Present

Trumark Homes

- Designed promotional landing pages, event RSVP flows, and incentive campaigns for residential communities.
- Created digital campaign assets for email, paid social, and web placements supporting brand and advertising initiatives.
- Iterated on designs using campaign feedback and performance insights.
- Designed and maintained website content, landing pages, and community pages aligned with marketing and sales campaigns.
- Leveraged AI tools (ChatGPT, Adobe Firefly, Figma AI) to enhance ideation, efficiency, and design execution.
- Applied brand standards across digital touch points in collaboration with sales and brand teams.

Junior Designer

Aug 2023 - Nov 2024

Stan Can Design

- Designed digital assets and marketing collateral for clients including Healing Minds, Eddy House, Tolles, Western Turf & Hardscapes, and Reno Public Market.
- Contributed to rebrands, packaging, social content, advertising, and website design to maintain cohesive visual identities across platforms.
- Managed multiple creative projects simultaneously while maintaining high-quality execution and meeting deadlines.
- Collaborated in weekly creative reviews to support concept development and align design direction.
- Partnered with local printers to oversee production, ensuring color accuracy, quality, and timely delivery.

Graphic Designer

July 2022 - Dec 2023

InkBlot Marketing

- Designed digital and print materials, including social graphics, reels, posters, brochures, and event collateral for university organizations.
- Translated marketing goals into clear, effective visual concepts for each organization.
- Presented design mockups to clients and incorporated feedback to refine final deliverables.
- Oversaw digital and traditional print production to ensure consistent quality and accuracy.

EDUCATION

Bachelor's Degree in Fine Arts

Aug 2020 - May 2024

- University of Nevada, Reno
- Major in Graphic Design with a Minor in Communication Studies
- Senior thesis on personalized liquid vitamins, including research and visual branding.