

# geneva elizabeth hicks

genevagraphics.com | instagram: geneva.h | geneva.hicks@gmail.com

## Skills:

### Technical (6+ years)

Manipulation of CAD files, Collaborating with Engineers, Creating Custom Part Explosions in Pro E, developing manuals from scratch with merely a CAD file and a bill of materials, created an internal project management system, designed concept art for New Product Development, organized / updating internal PIM of documents and external FTPs.

### Creative (19+ years)

Illustration, Typography, Logo Design, Print Design, In-house Print Supply Management, Package Design, Page and Book Layout, Photography, Digital Photo Processing, Photo Printing and Protective Sealant, Basic Video and Editing, Front-End Web Design and Basic HTML / CSS.

### Marketing (7+ years)

Content Building, Copy Editing / Blogging, Brand Strategy, Brand Management, Re-Branding, Social Media Management, Event Planning, Trade Show Management (Design, Purchasing, Planning, Scheduling + working in the booth as a Brand Representative), Competitive Analysis and Employee Engagement.

## Software:

Illustrator  
InDesign  
Photoshop  
Pro E  
Smartsheet  
Trello  
Word & Excel  
Procreate  
Powerpoint  
Premiere Pro  
Dreamweaver  
M2K  
Lightroom  
Muse

## Experience:

### Technical Writer (07/2016 - present)

Brinly Hardy Co. | Jeffersonville, IN

Responsibilities: Writing and designing product manuals for multiple brands, rendering custom technical drawings utilizing Pro E as well as assisting with new product development, creating concept art for product pitches, managing internal documents and an external FTP, creating labels for products, and developing a management system for my projects up to six months in advance.

**125+**  
Manual  
Library  
Developed  
and  
Maintained



### Graphic Designer (07/2014 - 07/2016)

Brinly Hardy Co. | Jeffersonville, IN

Responsibilities: Complete re-brand for a newly acquired product line, print design guru, creative promotions, competitive analysis, exposition booth design, trade show / event planning, photography, social media management, web design and coffee runner.

### Spa Coordinator (05/2017 - 09/2019)

A Therapeutic Touch | Louisville, KY

Responsibilities: Front desk receptionist; Welcoming and assisting customers, fielding incoming calls and walk-ins, scheduling appointments, performing all sales transactions, accounting paperwork/reporting daily totals at the end of each shift. Also assisted with general office needs, laundry and replenishing necessary supplies. (In addition, performed some design work and tech assistance).

**#2**

Job Held  
Part Time  
in Addition  
to Brinly

### Graphic Designer (12/2013 - 05/2014)

Creative Bearings | Steamboat Springs, CO

Responsibilities: Web design, print design, screen print design, photography, social media management and fielding incoming calls and walk-ins.



### Web Designer (06/2013 - 01/2014)

Capture Higher Ed. | Louisville, KY

Responsibilities: Web design, graphic design, photos, video (shooting + editing), social media and blogging.



<b>Creative Director</b> ( 09/2010 - 06/2013 ) Strategic Marketing, Inc.   Louisville, KY Responsibilities: Graphic design (mostly print mailers + some digital work), new product development, collaborating directly with the owner and lead sales members for custom design projects, front-end web design and social media management.	<b>Created Custom Targeted Marketing Designs</b>
<b>Softlines Sales Associate</b> ( 10/2009 - 08/2010 ) Dick's Sporting Goods**   Louisville, KY Responsibilities: Replenishing stock, maintaining floor presentation and assisting customers in any clothing-related area of the store.	
<b>Office Manager, Editor and Assistant Photographer</b> ( 06/2008 - 10/2009 ) RedTree Photography   Louisville, KY Responsibilities: Shooting and editing photos, standard small-business office management tasks, assisting with custom printing and processing of orders in-house, initial point of contact with clients.	
<b>Graphic Artist and Lead Camera-Ready Contact</b> ( 11/2006 - 11/2008 ) Job News USA   Louisville, KY Responsibilities: Fast turnaround / deadlines, custom ad designs and book layouts created for weekly publications. (Also responsible for processing and managing the customer-submitted art files).	<b>Speed-Oriented: Quantity Over Quality</b>

Volunteer Work:

- Covid-19 Masks** ( 2020 ) - Sewing masks at home and donating to various locations.
- Creative Resume Giveaway** ( 2012 - present ) - Every year, I provide my design services for free to two deserving individuals in need of assistance.
- Production Assistant** ( 2011 ) - Indie film shot in Louisville.
- Youth Center Refresh** ( 2014 ) - Painting & cleaning an eroding center in CO.
- Louisville Visual Arts Festival** ( 2009 ) - Pro-Bono Website Design

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Education:

- National Geographic Expedition** | Santa Fe, NM  
Studied Digital Photography & Editing ( 06/2008 )
- Murray State University** | Murray, KY  
Bachelor of Science in Art; Studied Graphic Design & Photography ( 08/2002 - 08/2006 )
- South Oldham High School** | Louisville, KY  
( 08/1998 - 05/2002 )

\*\*You may be wondering about my brief stint at a sporting goods store and the relevance it has as a designer and artist.

Truth is, when the economy tanked, I found myself in a pinch and had to take a job irrelevant to my college degree. It's the real world; I needed to pay the bills and although it was certainly not ideal, I found it very humbling.