

HANNAH ABEE FRAYMAN

WORK EXPERIENCE

PULSE LTD LLC **PROGRAM LEADER/PROGRAM MANAGER** December 2022 - Present

As a Program Manager, I oversee multiple projects aligned with strategic objectives, ensuring their successful implementation. This includes managing content, project tasks, client communication, and future planning. I am adept at monitoring and resolving issues, while fostering a problem-solving and innovative environment. Additionally, I establish practices, policies, and partnerships to enhance organizational capabilities and assist in project estimation and resource allocation. I analyze interdependencies between technology, human behavior, and business needs to align solutions with client goals. Building trust through effective stakeholder management and quality control, I supervise and mentor the project team, while promoting diversity and inclusivity. My excellent communication skills facilitate user engagement and strategic execution planning.

CONTENT MANAGEMENT LEAD/GRAPHIC DESIGNER June 2021 - December 2022

I was originally hired as a Graphic Designer and after a few months, I was promoted and given more programming responsibilities. As Content Management Lead for our largest client, I was tasked with the day to day implementation management for our app, organization of assets and client communication for review and approval on graphics.

Detailed examples of my Design responsibilities include App/Web banners and blog posts for various platforms amongst our clients. Created video animations, app logos, icons, splash screens, and accompanying graphics. Design and layout weekly e-mail marketing campaigns and oversee sending of the same. Oversaw Pulse brand material including the development of new web presence and updated presentation materials. Ensure visual communication and brand standards are met and work closely with multidisciplinary project teams

Become Known Family Companies **VENUE MANAGER/GRAPHIC DESIGNER** Sept 2020 - April 2021

Managed social media accounts and did freelance design and sales for various companies including with the BK Family; Red Space, Hotcards, and Zero Many. As Venue Manager for Red Space, responsible for booking, running, and maintaining the venue, including daily tasks such as touring, stocking, cleaning, and CRM software organization

Make-A-Wish® Ohio, Kentucky & Indiana **GRAPHIC DESIGN INTERN** Summer 2019 Internship

I actively contributed to the development and maintenance of various print and digital marketing materials, including info graphics, event signage, direct mail pieces, brochures, posters, email templates, and other specialized projects. Engaging in the creative process, I participated in brainstorming sessions and refined ideas to ensure the production of highly compelling and impactful materials.

SKILLS

Adaptation
Adobe Creative Cloud
Articulate 360/Rise
Attention to Detail
Brand Design
Communication
CRM
Design Research
Empathy
Environmental Design
Graphic Design
Graphics
Information Design
Product Management
Project Management
Sales Enablement Training
Social Media Strategy
Typography
UX/UI Mobile and Desktop
Visual Communication Design
Visual Story Telling
Vyond Animation

EDUCATION

The Ohio State University

Bachelor of Science in Visual
Communication Design with a Research
Distinction and Cum Laude honors

ADDITIONAL

HanMade Arts & Crafts/HanDyed **CEO + FOUNDER + MAKER** April 2020 - Current

During the beginning of the Covid19 pandemic, I started HanDyed as a way to spread some happiness and love to combat the uncertainty everyone was feeling! I handmade and design custom tie-dye clothing. HanDyed quickly evolved into HanMade Arts & Crafts where I deepened the product line and was able to dive into other mediums and projects.

Project Management Institute Currently working towards the CAPM certification

American Institute of Graphic Arts Contributing Member 2019 - Current

Hillel The Ohio State University Co-President Student Board 2018- 2019 Board Member 2017- 2018

Alpha Epsilon Phi The Ohio State University Vice President of Operations 2017 Standards Board Member 2017- 2019 Ritualist 2018

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