

HANNAH FRAYMAN

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WORK EXPERIENCE

Pulse LTD LLC **PROGRAM MANAGER**

December 2022 - Present

After succeeding as Content Management Lead, I was promoted to Program Manager of the client, responsibilities included:

- Led and oversaw multiple projects, ensuring alignment with stakeholder objectives
- Ensured successful implementation by managing the team, content, project tasks, client communication, future planning, project estimation, and resource allocation
- Demonstrated proficiency in monitoring and resolving issues
- Cultivated a problem-solving and innovative environment
- Established practices, policies, and partnerships to enhance organizational capabilities
- Conducted thorough analysis of interdependencies between technology, human behavior, and business needs
- Effectively aligned solutions with client goals and led meetings
- Built trust through skillful stakeholder management and quality control
- Promoted diversity and inclusivity within the team
- Utilized excellent communication skills for user engagement and strategic execution planning.

CONTENT MANAGEMENT LEAD/GRAPHIC DESIGNER

June 2021 - December 2022

I was hired as a Graphic Designer and after a few months, I was promoted to Content Management Lead for our largest client, Samsung. 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. Design responsibilities included:

- App/Web banners and blog posts for various platforms and 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
- 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

- 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.
- Engaged in the creative process
- Participated in brainstorming sessions and refined ideas to ensure the production of highly compelling and impactful materials.

EDUCATION

The Ohio State University

August 2016 - May 2020

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

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

ADDITIONAL

HanMade Arts & Crafts **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! My main product was handmade 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