



# ABBY JOY CONRAD

marketing & design




Abby is a designer experienced in branding and large-scale design and marketing projects for non-profits with special emphasis in exhibit and event design.

## EDUCATION

GRAND VALLEY STATE  
UNIVERSITY | 2012-2016

BS in Communication Studies  
Minor and emphasis in  
Advertising and PR

## CONTACT

 abbyjoyconrad.com  
 (616) 990-2811  
 abbyscherm@gmail.com

## EXPERIENCE

### MARKETING & BRAND MANAGER | Adventure Science Center January 2021- April 2022

Strengthened the marketing strategy and visual identity of Nashville's premier science center. Responsibilities included:

- Senior designer for a variety of projects including: advertising, promotional campaigns, print materials, events, exhibits, email, web, and social media
- Interacted directly with vendors for print and fabrication
- Oversaw the brand identity of ASC ensuring consistency and excellence in all visual and written representations
- Managed marketing and design projects from concept to completion keeping within constraints of budget, schedules, and quality of projects
- Translated complicated concepts into fun, approachable graphics in a variety of media that encouraged learning and advancement

### GRAPHIC DESIGNER | Circa Design, July 2019- February 2020

Certified design fellow at a local Nashville B2B design agency. Experienced in the following areas:

- Creating original designs for web, print, branding, email campaigns, and social media
- Nimble project management communicating directly with clients and vendors to keep projects on track and on budget delivering high-quality assets
- Conducted research and provided creative strategy and solutions that met project goals and constraints

### MARKETING & DESIGN COORDINATOR, EVENT PLANNER | Tulip Time, August 2015- August 2018

Advanced the marketing strategy and planned premier events for a world-renowned festival. Most notably:

- Designed, authored, and managed the Tulip Time blog
- Created branding for a new donation-focused marketing campaign: "Join the Dance"
- Oversaw brand development, management, and training
- Planned, organized, and promoted four(4) events annually with over 250+ participants and 500,000+ festival visitors

## PROGRAMS

Adobe Creative Cloud	Hootsuite
Procreate	Basecamp
MailChimp	Google Analytics
Wordpress	Microsoft Office

References upon request.