



ABBY JOY CONRAD

marketing & design

Abby is an experienced marketer, graphic designer and illustrator with a passion for education and family experiences.

EDUCATION

GRAND VALLEY STATE
UNIVERSITY | 2012-2016

BS in Communication Studies
Minor and emphasis in
Advertising and PR

CONTACT



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EXPERIENCE

GRAPHIC DESIGN & MARKETING | Abby Joy Conrad Design April 2022 - Present

Provides graphic design and digital marketing solutions for local nonprofits and small businesses to meet organizational goals, establish brands, and drive community engagement.

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:

- Creating impactful content for multi-channel marketing campaigns across advertising, print, digital, events, exhibits, email marketing, website design, and social media
- Oversaw the brand identity of ASC ensuring consistency and excellence in all internal and external representations
- Manage marketing and design projects from concept to completion keeping within constraints of resources and conducting post-op tracking and analysis to ensure success
- Interacted directly with vendors for print and fabrication
- Translated complicated concepts into accessible and inclusive content that improved engagement, drove ticket sales, and enhanced guest experience

GRAPHIC DESIGNER | Circa Design, July 2019 - February 2020

Completed a design fellowship 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, on brand, and on budget

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

Advanced the marketing strategy and planned premier events for the world-renowned festival in Holland, MI. 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 Suite
Canva
MailChimp
Asana

Wordpress
Squarespace
Basecamp
Microsoft Office

References upon request.