Annalise Faith Wheeler

New York, NY | annalisewheeler1234@gmail.com | 540-892-1960

annalisefaith.com | linkedin.com/in/annalise-wheeler-4a909a21b

Experience

Graphic designer and Digital Marketer | (RED)   08/2024 - Present, New York, NY

- Develop high-impact digital and print marketing materials for global advertising campaigns, driving brand awareness and engagement.
- Execute data-driven creative strategies, optimizing marketing collateral for audience targeting and conversion.
- Create digital assets for ads, Amazon storefronts, social media, and emails
- Leverage insights from analytics to refine design solutions, improving campaign performance by 20%.
- Ensure brand consistency across social, web, and e-commerce channels.
- Research and apply advertising best practices to enhance user experience and brand visibility.

Intern | Arddun Agency   08/2023 - 09/2023, New York, NY

- Created digital marketing materials to support brand awareness and customer acquisition initiatives.
- Assisted in coordinating marketing activations across multiple channels for 12 brands, aligning with strategic advertising objectives.
- Enhanced brand engagement through digital content creation and strategic event support.

Graphic Designer | Hyper X Racewear   02/2022 - 01/2023, Roanoke, VA

- Developed e-commerce marketing assets for Shopify, enhancing product visibility and conversion rates.
- Created promotional graphics for ads and social media, ensuring brand consistency.
- Streamlined asset production workflows, improving creative output efficiency and campaign execution.

Education

Bachelor of Applied Science, Graphic Information Technology   Graduation: 12/2023

Arizona State University   GPA: 3.91/4.00

Awards: Dean's List Summer-Fall 2022- 2023, Summa Cum Laude

Associate of Applied Science, Graphic Design   Graduation: 05/2022

Virginia Western Community College   GPA: 3.35/4.00

Languages

- CSS
- HTML5
- JavaScript

Business & Marketing Tools

- Microsoft Office (Word, PowerPoint, Outlook, Excel)
- Salesforce
- Mailchimp
- Emplify
- Google Ads

Design & Prototyping Software

- Adobe Creative Suit (Photoshop, InDesign, Illustrator, XD, Premier Pro, After Effect, Media Encoder)
- Figma
- Sketch
- Canva
- WordPress
- CapCut