



Dixie Hemingway

WORK EXPERIENCE

ART DIRECTOR, Avocet Hospitality | Current

Strategically create solution oriented marketing components for 10+ unique hospitality brands
Develop photographic content plan and direct photo shoot process, budgets, and collaborators
Oversee artist production and execution for all branded collateral

CREATIVE LEAD, Avocet Hospitality | 2021–2023

Conceptualize and develop original branded pieces for all aspects of guests interactions
Manage external creative talent to achieve a unified collection of promotional materials
Refresh branding look and feel to better relate to an evolving marketing strategy

GRAPHIC DESIGNER, Avocet Hospitality | 2019–2021

Create a range of print and digital collateral and campaigns for hotels and restaurants
Establish and implement new creative process and structure for asset creation and management

DESIGNER, 12pt Creative | 2017–2019

Design branded collateral, websites, menus, and print advertisements for regional restaurants, lifestyle products, and business professionals

DESIGNER, Push Digital | 2015–2017

Created HTML and digital advertising, social media content, and brand assets for clandestine political and advocacy campaigns

KEY SKILLS

PROFESSIONAL KNOWLEDGE:

Essential design fundamentals
Critical thinking
Concept ideation for design problems
Able to manage time, deadlines, and budgets
Capacity to work in a team or independently
Managing multiple projects at once
Direct, produce, and style photo shoots
Establish and define brand standards
Source collateral and tangible pieces
Manage and organize creative asset libraries

TECHNICAL KNOWLEDGE:

Proficient in CC: Illustrator, Photoshop, InDesign, Lightroom, and After Effects
Working knowledge of Social Media, Wordpress, HTML5, CSS, Premiere Pro

PROJECTS OF NOTE

Refreshed Branding of 2 Charleston Hotels
Produced Complex Lifestyle Photoshoots
Directed Visual Refresh of Multiple Websites
Executed Hotel's 150th Anniversary Campaign

EDUCATION

Bachelors of Arts: Graphic Design
South Carolina School of the Arts
at Anderson University, 2014
Anderson, South Carolina
Summa Cum Laude graduate