

CORRYN HOEN



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Website: corrynhoen.com

Graphic Designer | Illustrator | Project Coordinator

Hey, I'm Corryn! My name's pronounced *Cor-RIN Hane*, just in case the unnecessary "y" and the Dutch last name confused you. I'm a graphic designer with a decade of experience creating works for print and digital publication, product development, and marketing. I enjoy bringing creativity and problem solving to projects with a positive impact and collaborating with a strong team.

Education

Kendall College of Art and Design
BFA in Illustration and Digital Media
with honors

Skills

Design Programs: Adobe Creative Suite (InDesign, Photoshop, Illustrator, After Effects, Acrobat, Rush), Stripo, Canva. Working knowledge of Premiere, Framer, HTML/CSS.

Marketing: Meta Ads Manager (Instagram, Facebook), YouTube, TikTok, ActiveCampaign. Working knowledge of Google Ads and Analytics.

Professional: Google Workspace (Docs, Forms, Sheets), Trello, Microsoft Office.

Personal: Creative problem-solving, multi-tasking, adaptability, positive attitude, ability to learn new skills to achieve superior project results.

Professional Work

Teacher's Discovery (2019–present)

Graphic Designer, Project Coordinator, Marketing

Flangoo Digital Library

- Identified gaps in marketing strategy and optimized current efforts to better reach target customers.
- Proposed and initiated website optimization, resulting in an increase in sales and quotes.
- Managed the creation of new weekly titles. Hired and directed freelancers, edited content, and coordinated revisions with the Proofreading Department. Created web images.
- Created all marketing content including emails, video, social media posts, print ads, and trade show flyers.

Catalog and Product Designer

- Updated and redesigned seasonal catalogs based on trends and sales performance.
- Created print and web ads for product launches.
- Designed and created products, including interactive PDFs, print and digital books, posters, stickers, and games.

Project Coordinator

- Researched and conceptualized new product ideas based on market trends.
- Pitched products to the Department Head, finalizing plans through collaboration and feedback.
- Hired and directed freelancers, wrote and edited product copy, and designed product elements.
- Coordinated with the company Buyer on pricing and production specs.
- Created website product images and wrote ad/marketing copy.

Marketing

- Planned and executed a company-wide Google Ad campaign (ROI: 487%, Net Profit: ~\$15K, Impressions: 1.74M).
- Created paid advertising through Google, Microsoft, and Meta.

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- Designed and delivered marketing emails via ActiveCampaign.
- Created and managed cross-platform social media campaigns that increased website traffic and engagement, and grew our social media following.
- Designed, wrote, and delivered marketing assets including social media posts, videos, surveys, emails, web images, and ad copy.
- Tracked campaign and email performances regularly through Meta, Google Analytics, and ActiveCampaign.
- Established organizational systems for content management and sharing.
- Participated in weekly strategy meetings, reporting on successful strategies, sharing new ideas with the team to optimize customer reach.

Freelance Graphic Designer/Illustrator (2012–Present)

Variety of projects including illustration (print and digital), logos, catalogs, and print products. Projects include:

- Tad and the Pad: Why Being Brave is So Important
- Amber Choisella Illustrated Logo
- Class Hero Literature Illustration and Coding Project
- Spring 2020 German (digital) & Social Studies (print) catalogs for Teacher's Discovery

Nelson Publishing and Marketing (2013–2016)

Graphic Designer/Book Designer

- Conceptualized visual themes for new books, including fonts, color schemes, and formatting.
- Designed cover spreads and interior layouts for print books, ranging from 32-page children's books to 250+ page chapter books.
- Collaborated with editors to produce samples and refine designs based on author feedback.
- Managed projects to meet set deadlines.
- Generated and uploaded final files for printing.