

Hailey Joseph

EXPERIENCE

Crackerjack Communications

Junior Graphic Designer | August 2023 - Present

Creates social media graphics, info graphics, PowerPoints, brochures, and other assets for clients in the financial, healthcare and higher education industries while working with specific brand guidelines. Brainstorms and concepts with colleagues to aid campaign creation.

Allen & Gerritsen

Studio Artist Intern | June 2022 - June 2023

Resized asset layouts, developed presentation decks, created brand content and conceptual work with oversight from the higher creative team. Created new works including posters, social ads, digital components and display ads for a large variety of clients.

Clients: Meet Boston, Visit Philly, The Ninety-Nine Restaurants, The Museum of Science, Power Home, Florajen, One Medical

TNH Advertising Agency

Creative Pitch Team | January 2023 - May 2023

Created a campaign for Saatchi & Saatchi's national client, Downy Unstoppables. Utilized social media and print platforms to build brand awareness. Presented a strategic and creative campaign to members of the Downy Saatchi & Saatchi team.

EDUCATION

Syracuse University

S.I. Newhouse School of Public Communications | Class of 2023

B.S. in Advertising; Minor in Psychology

Honors; Magna Cum Laude

Semester Abroad in Florence, Italy | Spring 2022

The AD Club

Creative Concepts Course

This course met for two hours once a week for a period of two months. Worked to design full campaigns with peers with assistance from professionals within the advertising industry.

SKILLS

Software Skills

Proficient in the Following Softwares

InDesign, Illustrator, After Effects, Adobe XD, Photoshop, Invision Studio, Figma, WordPress

AWARDS

Clio; Ads of the World

Selected and Published, "Yours Truly"

Selected and Published, "Take Life to the Extreme"

Selected and Published, "Misheard to Mastered"

TNH Pitch Team Winner

Client: Downy Unstoppables

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