



Storm (Michelle) Haas

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VIEW MY DESIGN PORTFOLIO:
motiongraphicsart.com

Education

Savannah College of Art and Design
BFA in Motion Media Design
Minor: Animation
GPA: 3.7 (cum laude)

Software

Wordpress	<u>Adobe Suite</u>
Salesforce/Pardot	After Effects
Asana	Illustrator
SEMRush	Photoshop
Google Analytics	InDesign
Google Search Console	Premiere Pro
Canva	Media Encoder
Hootsuite	Animate/Flash
Microsoft Office	

Skills

B2B Marketing
Social Media Marketing
On-page SEO optimization
Local and Technical SEO
Inbound Marketing
Lead Funnel Mapping
Sales Enablement
Government Proposal Writing and Design
Project and Campaign Planning
HTML and CSS basics
Graphic Design
Motion Graphic Design and 2D animation
Video Editing

Awards

SCAD Achievement Honors Scholarship
SCAD Academic Honors Scholarship
Dean's List (Fall 2017 - Winter 2021)

Work Experience (5+ years)

CKH GROUP - Atlanta, GA

Global Brand Designer (Sept. 2021 - present)

Marketing and Branding Intern (May 2021 - August 2021)

Unified the design, visual expression, and branding of CKH Group, across all global and local offices. Left a lasting impact on the branding and marketing of CKH Group by doing the following:

- Built out a new marketing strategy from the ground up including content and channel strategy, buyer personas, messaging framework, and lead funnel mapping
- Created new company website via Wordpress including research, UX design, writing, editing, and backend web design. Acted as 'webmaster' to make all website changes. (website can be viewed here: www.ckhgroup.com)
- Led on-page, local, and technical SEO and SEM, improving positioning, impressions, click through rate, web traffic, and conversion rate.
- Designed and edited all government proposals submitted by the company, which contributed to a win rate of 47%, facilitating massive new revenue generation
- Created a new brand manual and marketing materials for rebranded logo
- Produced successful motion graphic videos for both internal and external use.
- Designed new company magazine and published monthly
- Managed social media content creation and engagement growth, which quadrupled our social media following over the course of 2 years
- Trained and managed (including KPI setting and task allocation) new marketing hire

PITTSBURGH PENGUINS, National Hockey League - Pittsburgh, PA

Motion Graphics Intern (January 2021 - April 2021)

GULFSTREAM AEROSPACE - Savannah, GA

SCADpro Collaboration Presentation Team Leader (March 2020 - June 2020)

LAKESIDE CHAUTAUQUA - Lakeside Marblehead, OH

Commission Artist (and Seasonal Certified Lifeguard/Sailing Staff) (June 2017 - August 2019)

HH RED STONE PROPERTIES, LLC - Savannah, GA

Community Leasing Assistant (October 2018 - May 2019)

Additional Training Certifications

- Google Analytics Certification - Google Digital Academy (Skillshop)
- Inbound Marketing - HubSpot Academy
- Inbound Marketing Optimization - HubSpot Academy
- Introduction to Data Studio - Google Digital Academy (Skillshop)
- MarketingProfs Master Class | The Art of Being Found: SEO for Non-Techie Marketers
- SEO Certification - HubSpot Academy & SEO II Certification - HubSpot Academy
- Sales Enablement - HubSpot Academy
- Social Media Marketing - HubSpot Academy
- MarketingProfs Master Class: Customer Journey Maps for Marketers
- MarketingProfs Master Class: The Secret to My (Demand Gen) Success