

ALLY HAMMOND

CREATIVE DIRECTION + TEAM LEADER

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allyhammond.com

434-962-0555

EXPERIENCE

DIRECTOR OF CREATIVE CONTENT 2021–Present

AMERICAN COUNCIL ON EDUCATION

- Led, managed, and mentored the 6-person creative content team—composed of graphic designers, editors, videographers, and project managers—to effectively produce more than 1,400 projects annually
- Managed the department budget and aligned purchases to organizational objectives
- Used technical expertise in creative design and editorial review to guide and review work for brand adherence, ensuring the client's vision is accurately translated to the end product, and all goals of the project are met
- Crafted and shaped brand narrative while driving consensus across both executive and product stakeholders
- Worked across programs and projects to define, maintain, and better the tools, processes, and communication surrounding ACE's storytelling
- Collaborated and engaged with higher education executives to lead my team in conceptualizing, storyboarding, and producing industry-changing graphics, data visualizations, and content
- Initiated and spearheaded an in-house redesign for ACE's brand—including creating a new logo and visual identity—to better align with the organization's current work and vision for the future

SENIOR GRAPHIC DESIGNER 2019–2021

AMERICAN COUNCIL ON EDUCATION

- Led the 5-person design and editorial staff and managed the department budget to successfully produce over 1,000 projects annually
- Helped clients define creative goals, create the most impactful project, and measure success
- Conceptualized, designed, and produced branded materials such as print collateral, nation-wide marketing campaigns, social imagery, environmental graphics, and short animations
- Created original, recognizable, and cohesive branding for ACE's annual conferences, podcasts, and sub-branded sites
- Implemented and improved upon highly-collaborative creative processes to ensure the timeliness and quality of each product

GRAPHIC DESIGNER 2016–2019

AMERICAN COUNCIL ON EDUCATION

- Worked independently to create unique artwork and designs for print and digital materials
- Created interactive and easily digestible visuals to help readers accurately interpret large data sets or complex ideas
- Worked within the ACE brand guidelines to create cohesive and attractive publications
- Led the creative team in collaboration with editorial, marketing, and public relations staff to seamlessly release projects and advertise events
- Served on the 100th Anniversary Committee, creating special projects and council-wide initiatives

PUBLICATION ASSOCIATE 2014–2016

AMERICAN COUNCIL ON EDUCATION

- Coordinated, organized, and managed production of more than 30 publications simultaneously, and over 500 annually
- Acted as the liaison between ACE and all clientele to ensure all publications are accurate, timely, and perfectly executed
- Collected and presented data to help continuously improve the production team's functionality
- Scheduled, coordinated with outside authors, and reviewed and approved proofs of ACE's flagship magazine, *The Presidency*

EDITOR 2012–2014

BAE SYSTEMS

- Worked with the senior editor to edit technical documents pertaining to the operational testing of Marine Corps equipment
- Edited and produced a 300-page operational manual based on an understanding of complex content
- Designed graphics and presented key deliverables to clients for quarterly collaboration meetings
- Reviewed documents, reports, and manuals for grammar, correctness, and accuracy

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CREATIVE DIRECTION + TEAM LEADER

TECHNICAL SKILLS

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe XD
- Microsoft Office Suite
- Tableau
- Branding and visual identity
- Data visualization
- Copywriting
- Editing and copyediting
- Print production
- Digital illustration
- Narrative development
- Agile project management
- Budget management
- People management
- ACA level 2 kayak instructor and educator

EDUCATION

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| 2023-EXPECTED
AUGUST 2024 | M.A. COMMUNICATION
Arizona State University |
| 2020-2021 | CERTIFICATE: FOUNDATIONS IN CREATIVE LEADERSHIP
IDEO-U |
| 2016-2017 | CERTIFICATE: VISUAL DESIGN
General Assembly, Washington, DC |
| 2008-2012 | B.A. PROFESSIONAL WRITING AND ENGLISH LITERATURE
Virginia Tech, Blacksburg, VA |

AWARDS

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| GRAPHIC DESIGN
USA | <ul style="list-style-type: none">• 2018: Report Layout Branding• 2020: Infographic Design Branding• 2022: Branding |
| MARCOM AWARDS | <ul style="list-style-type: none">• 2019: Platinum Annual Report Gold Print Layout• 2020: Gold Infographic Design Gold Motion Graphic Video• 2021: Gold Marketing Campaign• 2022: Gold Branding Campaign• 2023: Platinum Publication Design Gold Identity Suite |

EXTRA CURRICULAR

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| LEAD PADDLER
2021-Present | LIVING CLASSROOMS <ul style="list-style-type: none">• Led groups of volunteers on the Anacostia River in collecting and categorizing trash, which directly helped generate accurate data to inform impactful conservation policy• Educated the local community on the importance of conservation and the history of DC's Kingman Island• Instructed free paddling lessons |
| INSTRUCTOR
2012-2020 | BOATING IN DC <ul style="list-style-type: none">• Led weekly kayak tours and instructed classes in kayaking and paddle boarding on the Potomac River• Organized and led a free weekly river clean up, that over a 3-year span, removed over 8 tons of trash from the Anacostia River |
| POST-SECONDARY
SUCCESS COACH
2012-2020 | FOR LOVE OF CHILDREN (FLOC) <ul style="list-style-type: none">• Worked one-on-one with DC high school students to support them throughout senior year and beyond• Assisted with college applications, brainstorming and editing essays, and creating a functional resume• Maintained a relationship with all mentees |