



# HANNAH GHAFARY

## CONTACT

- 📞 (404) 275-3134
- ✉️ hannah@brandarc.org
- 🌐 [LinkedIn Profile](#)
- 📁 [View My Design Portfolio](#)

## EDUCATION

**Savannah College of Art & Design (SCAD)**  
Bachelor of Fine Arts, 2022

## SKILLS

- Vector Art & Illustration
- Adobe Creative Suite
- Illustration (Traditional & Digital)
- Color Theory
- Photo Editing & Retouching
- Typography
- Logo Design
- Consumer Marketing
- SEO
- Corporate Blogging & Content Writing
- Brand Development
- Content Curation
- Creative Problem Solving
- Visual Storytelling
- Social Media Strategy & Management

## ABOUT ME

Dynamic creative professional with a decade of experience in graphic design. With expertise in content curation, social media strategy, brand development, and illustration, I excel at producing visually compelling work that drives growth and fosters authentic engagement across diverse creative platforms. Whether it's through eye-catching visuals, innovative design, or impactful social media strategies, I am passionate about helping businesses elevate their brands and connect with their audiences in an ever-evolving digital and creative landscape.

## WORK EXPERIENCE

### SOCIAL MEDIA CONTENT CURATOR

HarperCollins (August 2024 - Present)

- Developed engaging and informative digital content for social media platforms to promote HarperCollins' diverse range of titles
- Collaborated closely with the Director of Marketing to create content that aligns with brand messaging and targeted campaigns
- Designed dynamic graphics that enhanced storytelling and elevated user experience
- Delivered projects on time, consistently meeting deadlines across diverse creative projects
- Tailored creative assets and adapted styles to align with the distinct aesthetics and brand tones of each HarperCollins account
- Took constructive feedback from senior leaders to refine project layouts and make requested changes, enhancing overall performance and engagement.

### SOCIAL MEDIA DIRECTOR

Pete the Cat (January 2023 - September 2024)

- Directed all social media efforts for the New York Times bestselling children's book series, Pete the Cat, including content curation, scheduling, community engagement campaign management, and influencer marketing
- Increased the brand's social media following by over 50,000 on Instagram through organic growth strategies
- Built a more engaged online community by crafting original, meaningful content and launching successful campaigns with posts generating an average of 5x more engagement under my leadership
- Curated and organized a digital library of hundreds of original book illustrations for cross-department use
- Amassed upwards of 1.5 million monthly views on Instagram, boosting brand visibility and interaction

## FREELANCE

- 2023 Brand Development,** Mckenzie Waller LLC, brand development including logo design and promotional materials for a political consulting firm based in Gwinnett, Georgia
- 2018 Brand Development,** Lillian Tram LLC, brand development including logo design, company literature, and branding guidelines for an Atlanta-based consulting firm
- 2016 Clemson University Mailing Communications,** Clemson Panhellenic Association, digitally designed postcard (4x6")