

DAVID HASSMANN

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PROFESSIONAL SUMMARY

Dynamic and results-driven creative with over 20 years of experience in creative direction, branding, and marketing campaign management. Proven track record of leading cross-functional teams to deliver innovative and impactful marketing solutions. Adept at leveraging a diverse skill set in graphic design, web design, and copy writing to enhance brand visibility and drive client success. Recognized for strategic thinking and creativity, with a strong ability to meet deadlines and exceed expectations.

EXPERIENCE

David Hassmann Design Creative Director/Web Designer/Copywriter/Content Creator September 2009 - Present

- Spearheaded development of marketing assets, including branding initiatives, advertisements, billboards, infographics, way-finding systems, outdoor signage, packaging, websites, and social media content.
- Managed strategic planning, creative ideation, graphic design, copy writing, production, and execution.
- Ensured adherence to production timelines and compliance with creative standards.

Song Writers Across Texas Graphic Designer/Web Designer/Content Creator (Freelance) November 2023 - Present

- Successfully designed and launched multiple customized websites, optimizing content for SEO and client satisfaction.

Creative Circle Graphic Designer (Contract) October 2024 - February 2025

- Designed comps for review, contributing to the ongoing development of the Golden Chick brand book.
- Focused on creating high-quality, visually engaging content and polished layouts aligned with brand standards.

Creative Circle Graphic Designer (Contract) June 2021 - September 2021

- Produced high-end marketing materials for CBRE South-Central, including presentations, quarterly reports, property fliers, and welcome packages.
- Received positive feedback for professionalism and quality of work.

SAGU Marketing Graphic Designer (Freelance) May 2018 - September 2022

- Led creative asset development for healthcare companies, including billboards, social media and print materials.

Food Group One Graphic Designer (Freelance) March 2010 - October 2022

- Developed creative concepts and branding projects, including logo and packaging design.

ISDG Inc. Creative Director (Freelance) September 2010 - February 2021

- Managed all creative services, overseeing marketing strategy and project implementation.

aMAEzing Marketing Group Graphic Designer (Freelance) November 2012 - December 2013

- Developed marketing assets for community outreach campaigns and branding initiatives.

INSIDE Publications Graphic Designer (Freelance) August 2012 - November 2012

- Created magazine layouts and ad designs for various industries, ensuring high-quality visuals.

HB/DC Marketing Graphic Designer (Freelance) January 2012 - March 2012

- Led marketing asset development for brochures and direct mail campaigns.

Schooley Media Venture Graphic Designer (Freelance) October 2012 - December 2012

- Designed compelling ad layouts for diverse industries.

Open Sky Media Production Manager/Graphic Designer August 2013 - September 2020

- Managed and designed advertising materials for multiple publications, overseeing promotional materials for sales and marketing events.

Aha Communications Creative Director April 2007 - August 2009

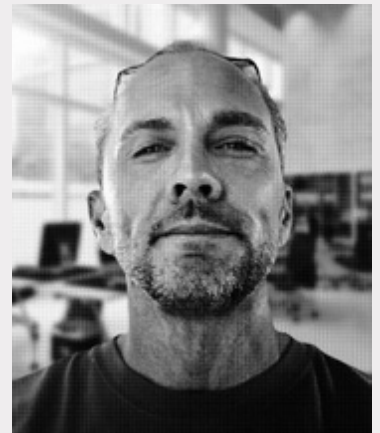
- Led all marketing aspects during the start-up phase, including strategy development, creative concept generation, and project implementation.
- Contributed to client loyalty and profitability, enabling team expansion.

ISDG Inc. Creative Director February 2002 - April 2007

- Led rebranding efforts, transforming the company into a comprehensive advertising agency.
- Spearheaded marketing strategy development and creative services, driving revenue growth.

SicolaMartin Senior Art Director May 1998 - October 2001

- Collaborated with a team to develop creative concepts for a major technology brand, overseeing graphic elements and project life cycles.
- Ensured adherence to production schedules, creative criteria, and budget compliance.



SKILLS

- Creative Direction
- Graphic Design
- Branding and Identity
- Marketing Strategy
- Social Media Marketing
- Project Management
- Client Collaboration
- Copy Writing
- Content Creation
- Adobe Creative Suite
- Canva
- Spark
- Figma
- Generative AI Prompting
- Website Design (Wix, WordPress)
- Microsoft Suite
- X Pro, Cornerstone
- Slider Revolution
- HTML
- CSS
- ChatGPT
- MidJourney
- Microsoft Designer
- Google Docs, Sheets and Slides

CERTIFICATIONS

- Elevate Your Business Branding with Generative AI
LinkedIn Learning
January 2025
- WordPress 101 WP 101
September 2023
- Design Thinking: Customer Experience
LinkedIn Learning
August 2023
- Adobe Dimensions
LinkedIn Learning
August 2023
- Prompt Engineering for Generative AI
LinkedIn Learning
August 2023
- What Is Program Management?
LinkedIn Learning
August 2023
- Graphic Design Tips & Tricks
LinkedIn Learning
February 2021
- Marketing Foundations
LinkedIn Learning
January 2021

EDUCATION

Bachelor of Fine Arts in Communication Design,
University of North Texas

- Awarded Best Portfolio in Art Direction

PORTFOLIO

www.davidhassmann.com/

LINKEDIN

www.linkedin.com/in/david-hassmann-aa0a025/