

# HAILEY DAIS

## Graphic Designer

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Warrensburg, MO 64093

## EDUCATION

### University of Central Missouri

Warrensburg, MO • Aug. 2019 - May 2023 • GPA: 3.95

**Bachelor of Fine Arts • Graphic Design**

**Minor Concentration • Marketing**

## SKILLS

### • Adobe Creative Suite

(Photoshop, Illustrator, InDesign, Premier Pro, Lightroom, Camera Raw, Acrobat, Express, Media Encoder and After Effects)

### • Microsoft Office Suite

(Word, PowerPoint, Excel, Teams and Outlook)

### • Time and Task Management

(Programs: Toggl, Wrike, and DivvyHQ)

### • Multimedia Marketing Design

(Programs: Figma and Adobe; Certifications: Web Media, Google Ads Display and Search)

### • Interpersonal Collaboration

### • Detail-Oriented

### • Brand Maintenance

### • Problem-Solving

## INVOLVEMENT

### • Kansas City Corporate Challenge

Committee and Spirit Squad  
(Feb. 2025 - Present)

### • Gamma Phi Beta Sorority

(Feb. 2021 - May 2023)  
Academics Chairwoman (Aug. - Dec. 2021)  
President (Jan. - Dec. 2022)

### • American Marketing Association

(Aug. - Dec. 2019)

### • United Methodist Church Mission Trips

Vacation Bible School • Art Teacher  
Wyoming (June 2015), North Carolina (June 2016),  
Utah (June 2017), and Mississippi (June 2018)

## AWARDS & RECOGNITION

- Designed Black Friday and Cyber Monday paid ads that drove a **36% increase in order volume** and **46% revenue** from the previous year
- Earned the highest **increase of 6%** in salary

## RELEVANT EXPERIENCE

### Design Resources, Inc. • Overland Park, KS

Creative Intern • June 2023 - Sep. 2023

Assistant Designer • Sep. 2023 - Present

(Collaborate with in-house companies of Design Resources, Inc. as an internal creative team, Creative Resources, Inc.)

### DRI DUCK Traders

- Develop marketing materials: flyers, posters, and cards
- Design paid and social media ads
- Produce digital newsletters
- Edit digital videos and create animated media
- Assemble artboards with client logos on apparel for B2B
- Display clear visual hierarchy in logo lock-ups
- Assist in photoshoots, edit photos, and color correct apparel
- Maintain brand integrity
- Preserve current and historical files

### Branded Custom Sportswear, Inc.

- Refine military artbook copy editing and design
- Oversee printing process with outside vendor
- Understand commercial printing processes
- Manage catalog aesthetics, layout, and editorial consistency
- Develop Nike point-of-purchase materials for college bookstores
- Refine inflatable color and sales tools for college sports marketing
- Submit orders to vendors

### Design Resources, Inc.

- Assist HR with poster promoting employee benefits event
- Develop editable documents using Adobe Acrobat
- Design posters and T-shirts for sports events, contributing to the Kansas City Corporate Challenge
- Provide customer service during Warehouse Sale

### University of Central Missouri HR • Warrensburg, MO

Human Resources Assistant • June 2019 - June 2023

- Developed charts, graphs, brochures, and calendars in Microsoft
- Designed and wrote copy for event flyers
- Maintained confidentiality and exercised discretion
- Answered and directed employee inquiries
- Demonstrated attention to detail in all tasks
- Managed employee files with precision and care
- Edited PowerPoint presentations for benefit presentations
- Performed data entry and maintained databases