



# GEOFF HANNERT

Marketing / Advertising / Design / Photography / Retouching

## Contact

GHannert@gmail.com  
919.349.9509

## Portfolios

Retouching

- [GHannert.com](http://GHannert.com)
- [TriangleRetouch.com](http://TriangleRetouch.com)

Graphic Design

- [TriangleRetouch.com/design](http://TriangleRetouch.com/design)

Photography

- [cavinimages.com/search?page=0&q=geoff+hannert](http://cavinimages.com/search?page=0&q=geoff+hannert)

## Education

Rutgers University - Mason Gross  
School of Arts - 1993  
Bachelors of Fine Arts  
Graphic Design/Illustration

## Professional Skills

Campaign Production  
Graphic Design  
Adobe Creative Suite  
Photo Retouching  
Photography  
After Effects  
Social Media Marketing  
Wordpress  
Teams  
Microsoft Word & Excel  
MailChimp  
Constant Contact

## Profile

Experienced Creative/Art Director with over 25 years of design and art vision. Strong conceptual thinker. Outstanding visual and strategic designer with both independent and team leadership skills. Hands-on designer. Strong background in achieving marketing and brand objectives. Excellent communication and presentation skills. Successful business owner, marketer, self-starter and collaborator.

## Work Experience

### Art and Advertising Associate (2021–2023) Grifols - Durham, NC

Worked with a creative team to produce a broad range of marketing material including CRM, direct mail, and digital media. Produced and updated national ad campaign digital assets. Assisted with and maintained a commercial video production spots that ran on Google, Facebook, YouTube, Instagram, Pandora, and more for national and local campaigns. Plasma donations increased 15% over the previous year. In addition, supported over 300+ plasma donation centers nation wide with marketing material both print and digital for local advertising and in-center operational use. Collaborated with vendors to for ad placement and analytics to advance best practices and ROI. Creatively addressed the look, tone and feel of all marketing materials while complying with company branding and advertising guidelines. Elevated the Grifols brand and produced donor facing creative materials to 700,000+ plasma donors across the US.

### Production Assistant / Photo Editor (2017–2021) OFM - Holly Springs, NC

Edited 1000's of images for ofmnc.com & respawnproducts.com. Collaborated with a team to produce marketing material for this 100M+ gaming chair and office furniture company sold direct and through vendors: Amazon, Staples, Office Max, Wayfair, WB Mason. Participated in brand awareness strategies. Contributed to social media campaigns including: Twitter, TikTok, Facebook which grew from 20k to 80k followers in less than a year on Twitter. Proofed, edited, and organized product and lifestyle photography. Setup image catalog for vendors to access via Salsify & AquiaDAM.

### Photo Editor / Photography Team (2015–2017) Cavan Images - New York, NY

Selected, enhanced and retouched images for high-end award winning stock photo library. Maximize sales by analyzing industry trends. Contributed photography that earns royalties. Edited images for national fashion and architectural publications.

### Art Director / Production Manager (1994–2015) Renaissance Writings - Raleigh, NC

Designed complete marketing and advertising campaigns ,from product photography to creative direction for all print/digital, collateral, direct mail, and ad placement. Increased ROI by 25% for all marketing campaigns. Expanded business from a startup status to international e-commerce storefront of \$500,000+ in annual revenue. Collaborated with publishers to secure preferred national print rates and opportunities including Martha Stewart Weddings, Weddingwire.com, TheKnot.com. Sourced international suppliers and re-negotiated contracts to lower materials costs by 20% and increase profits. Created and implemented a cost effective manufacturing process. Recruited and motivated staff of 10 employees to ship 3000 orders per year with little turnover by providing a productive and comfortable working environment. Delivered award-winning customer service to brides/grooms utilizing sensitivity, understanding and design talent while making them feel special, unique and remembered.

### Assistant Art Director (1994–1996) Brieche & Fernandez - Springfield, NJ

Created graphic design for annual reports and marketing materials for large national and international organizations. Produced pre-press layouts and optimized quality check process to maximize staff time and overhead cost.

## Volunteer Work

- 2019–2022 Triangle Volleyball Club - Asst. Coach Boys 18U. Award winning season. 3 athletes got signed to play in college.
- 2016–2022 Freedom Rows - First head rowing coach for disabled veterans through U.S. Rowing at RDU Crew.
- 1999–2003 Raleigh Charter High School Rowing - Founder & Head Coach - Obtained first school rowing shells, created parent booster club and won novice and varsity medals.
- 1997–2000 Raleigh Rowing Club - VP involved in decisions for the clubs' growing future including construction of 100' floating dock for all non-motorized boats on city park property.