

# THAOHANNA

ART DIRECTOR | GRAPHIC DESIGNER | ILLUSTRATOR

804 HARVEY RD WALLINGFORD, PA 19086

585-802-8552 | thao.hanna1@gmail.com

[www.thaohanna.com](http://www.thaohanna.com)

## SUMMARY

Award-winning art director with over 20 years' experience leading in-house creative departments across diverse manufacturing industries. Highly skilled at creating and managing teams in fast paced, multi-project work environments. Successful history and aptitude to streamline workflow, increase productivity, and oversee projects from concept to market, in-time and on-budget.

## SKILLS

### COMPUTER SOFTWARE

- Adobe Creative Suite
- Microsoft Office 365

### MARKETING

- Branding & Brand Standards
- Promotional Regulatory Affairs
- Copywriting
- Business to Business & Business to Consumer

### PRINT & WEB DESIGN

- Packaging & POP Displays
- Logo Design & Business Cards
- Trade Show Booths & Banners
- Sell Sheets & Presentations
- Product Illustration & 3D Rendering
- Website & Banner Ads

### PHOTOGRAPHY

- Digital SLR Cameras & Lenses
- Color & Photographic Manipulation

### MANAGEMENT

- Project Scheduling
- Vendor & Client Management
- Strategic Planning & Problem Solving
- Strong Visual, Written & Oral Communications Skills
- Experienced in Training & Mentoring Junior Creatives

## EDUCATION

### MASTER OF BUSINESS ADMINISTRATION | 2005

- St. John Fisher College

### BACHELOR OF SCIENCE | 1999

- Nazareth College of Rochester

## ACHIEVEMENTS

- American Graphic Design Award (x1)
- American Inhouse Design Award (x6)
- American Package Design Award (x3)
- RAMA Marketer of the Year Finalist
- Nukote Employee Award of Recognition - Office Depot Asia Account
- Private Label Supplier of the Year - AWG / Valu Merchandisers (x2)
- Private Label Supplier of the Year - Chain Drug Marketing Association (x2)
- Private Label Supplier of the Year - McKesson

## EXPERIENCE

### ART DIRECTOR - AAA Pharmaceutical, Inc. - Lumberton, NJ | 8/2009 - 5/2019

#### Accomplishments:

- Collaborated with president and vice presidents in translating leadership's business objectives into real-world strategies to establish an in-house marketing/creative department in accordance with AAA Pharmaceutical's strict standard operating procedures and good manufacturing practices.
- Pivotal in the development and creation of sales presentations and package mock-ups presented to wholesale buyers and key stakeholders, that from 2009 to 2014 saw AAA Pharmaceutical, Inc. expand its customer base by over 250%.
- Managed the development, design and implementation of the package, label, blister and insert design for over 200 over-the-counter pharmaceutical products (as per 21CFR201) that grossed \$20 million in average annual sales.
- Led the market launch of 30 over-the-counter pharmaceutical products by identifying opportunities, researching new product possibilities, and collaborating with the sales team to create campaigns generating \$2 million in new annual sales (2011-18).

Clients included McKesson, Greenbrier International, Amerisource Bergen, Lidl US, SuperValu, Kmart, TopCo, and Ahold.

### ART DIRECTOR - Nukote International - Rochester, NY | 3/2006 - 3/2010

#### Accomplishments:

- Worked on high-level cross-functional teams with the department executives from sales, marketing, and product management to execute upper management's corporate objective to move all marketing and creative positions and functions from Franklin, TN and Dallas, TX to Rochester, NY in less than 4 months.
- Key in the development, design, and production of Nukote's brand identity, marketing, and promotional materials and packaging design for 1000+ ink jet, laser, toner, and coating products that grossed \$20 million annually in international retail sales (2007-8).
- Earned commendations from key stakeholders at Office Depot Asia and the president of International Sales (at Nukote) for focused marketing and packaging deliverables that demonstrated the value of Nukote's products and services with an international client.

Clients included Walmart, Sam's Club, Walmart Canada, Target, Office Depot, NiceDay, S.P. Richards, Xerox, Ikon, Brother, and Unisys.

### GRAPHICS MONKEY (AT LARGE) | 5/1999 - Present

Swaying from vine to vine in the jungle of life, providing creative and innovative visual solutions to all that dare enter.

Clients included Z-Axis Hobbies, Esco Drug Company, and CGI Communications