

ALLY HAMMOND

CREATIVE DIRECTION + TEAM LEADER

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allyhammond.com

434-962-0555

EXPERIENCE

**DIRECTOR OF
CREATIVE CONTENT**
2021–Present

AMERICAN COUNCIL ON EDUCATION

- Led, managed, and mentored the 6-person creative content team—composed of graphic designers, editors, videographers, and project managers—to produce more than 1,400 projects annually
- Managed a \$1.7M budget and aligned spending to best support the organization's goals
- Crafted and shaped brand narrative, direction, and strategy while driving consensus across both executive and product stakeholders
- Collaborated and engaged with higher education executives to lead my team in conceptualizing, storyboarding, and producing industry-changing graphics, content, videos, and data visualizations
- Created content, unique visual identities, and strategies of multiple, national, marketing campaigns for higher education—one of which was featured in the *New York Times*
- Used technical expertise in both design and editorial review to guide and review work for brand adherence, ensuring the client's goals are accurately translated to the end product
- Led a fully in-house rebrand to better align the organization's current work and vision for the future: spearheaded internal creation and direction of the redesign, created a plan for implementation and dissemination, and drove consensus across the organization, our c-suite, and board of directors
- Worked across programs to define, streamline, and better utilize Kanban-style project management tools, new and existing processes, and communication necessary for exceptional storytelling

**SENIOR GRAPHIC
DESIGNER**
2019–2021

AMERICAN COUNCIL ON EDUCATION

- Led the 5-person design and editorial staff and managed the department budget to produce over 1,000 projects annually
- Helped clients define creative goals, create the most impactful project, and measure success
- Conceptualized, designed, and produced branded materials such as print collateral, nation-wide marketing campaigns, social imagery, environmental graphics, and short animations
- Created original, recognizable, and cohesive branding for ACE's annual conferences, podcasts, and sub-branded sites
- Implemented and improved upon highly-collaborative creative processes to ensure the timeliness and quality of each product

GRAPHIC DESIGNER
2016–2019

AMERICAN COUNCIL ON EDUCATION

- Worked independently to create unique artwork and designs for print and digital materials
- Created interactive and easily digestible visuals to help readers interpret large data sets or complex ideas
- Worked within brand guidelines to create cohesive and attractive publications
- Led the creative team in collaboration with editorial, marketing, and public relations staff to seamlessly release projects and advertise events
- Served on the 100th Anniversary Committee, creating special projects and council-wide initiatives

**PUBLICATION
ASSOCIATE**
2014–2016

AMERICAN COUNCIL ON EDUCATION

- Coordinated, organized, and managed production of more than 30 publications simultaneously and over 500 annually
- Acted as the liaison between ACE and all clientele to ensure all publications are accurate, timely, and perfectly executed
- Collected and presented data to help continuously improve the production team's functionality
- Scheduled, coordinated with outside authors, and approved proofs of ACE's flagship magazine, *The Presidency*

EDITOR
2012–2014

BAE SYSTEMS

- Worked with the senior editor to edit technical documents pertaining to the operational testing of Marine Corps equipment
- Edited and produced a 300-page operational manual based on an understanding of complex content
- Designed graphics and presented key deliverables to clients for quarterly collaboration meetings
- Reviewed documents, reports, and manuals for grammar, correctness, and accuracy

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TECHNICAL SKILLS

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe XD
- Adobe Express
- Microsoft Office Suite
- Branding and visual identity
- Data visualization
- Copywriting
- Editing and copy editing
- Print production
- Digital illustration
- Narrative development and storytelling
- Agile project management
- Communication strategy
- Marketing strategy
- Process improvement and development
- ACA level 2 kayak instructor and educator

EDUCATION

- 2023–2024 **M.A. COMMUNICATION, *WITH DISTINCTION***
Arizona State University, Phoenix, AZ
- 2008–2012 **B.A. PROFESSIONAL WRITING AND ENGLISH LITERATURE, *CUM LAUDE***
Virginia Tech, Blacksburg, VA

PROFESSIONAL DEVELOPMENT

- 2025 **CERTIFICATE: DIGITAL MARKETING**
AIGA
- 2020–2021 **CERTIFICATE: FOUNDATIONS IN CREATIVE LEADERSHIP**
IDEO-U
- 2016–2017 **CERTIFICATE: VISUAL DESIGN**
General Assembly, Washington, DC

AWARDS

- GRAPHIC DESIGN USA**
- 2018: Report Layout | Branding
 - 2020: Infographic Design | Branding
 - 2022: Branding
- MARCOM AWARDS**
- 2019: Platinum Annual Report | Gold Print Layout
 - 2020: Gold Infographic Design | Gold Motion Graphic Video
 - 2021: Gold Marketing Campaign
 - 2022: Gold Branding Campaign
 - 2023: Platinum Publication Design | Gold Identity Suite

EXTRACURRICULAR

- LEAD PADDLER**
2021–Present
- LIVING CLASSROOMS**
- Led groups of volunteers on the Anacostia River in collecting and categorizing trash, which directly helped generate accurate data to inform impactful conservation policy
 - Over a 4-year span removed over 12 tons of trash from the Anacostia River
 - Educated the local community on the importance of conservation and the history of DC's Kingman Island
 - Instructed free paddling lessons to DC residents
- POST-SECONDARY SUCCESS COACH**
2012–Present
- FOR LOVE OF CHILDREN (FLOC)**
- Worked one-on-one with DC high school students to support them throughout senior year in choosing what post-secondary education they wanted to pursue
 - Assisted with college applications, brainstorming and editing essays, and creating a functional resume