



# Storm (Michelle) Haas

E: stormmhaas@gmail.com

P: 412-518-8318



VIEW MY DESIGN PORTFOLIO:  
[motiongraphicsart.com](http://motiongraphicsart.com)

## Education

Savannah College of Art and Design

BFA in Motion Media Design

Minor: Animation

GPA: 3.7 (cum laude)

## Software

Wordpress	<u>Adobe Suite</u>
Salesforce/Pardot	After Effects
Asana	Illustrator
SEMRush	Photoshop
Google Analytics	InDesign
Google Search Console	Premiere Pro
Canva	Media Encoder
Hootsuite	Animate/Flash
Microsoft Office	

## Skills

B2B Marketing  
Social Media Marketing  
On-page SEO optimization  
Inbound Marketing  
Lead Funnel Mapping  
Sales Enablement  
Government Proposal Writing and Design  
Project and Campaign Planning  
HTML and CSS basics  
Graphic Design  
Motion Graphic Design and 2D animation  
Video Editing

## Awards

SCAD Achievement Honors Scholarship  
SCAD Academic Honors Scholarship  
Dean's List (Fall 2017 – Winter 2021)

## Work Experience (5+ years)

CKH GROUP – Atlanta, GA

*Global Brand Designer (Sept. 2021 – present)*

*Marketing and Branding Intern (May 2021 – August 2021)*

Unified the design, visual expression, and branding of CKH Group, across all global and local offices. Built out new marketing strategy from the ground up including creating:

- Buyer personas and blueprints
- Messaging framework
- Content and channel strategy (included a full content and channel audit)
- Lead Funnel Mapping

Left a lasting impact on the branding and marketing of CKH Group by doing the following:

- Created new company website via Wordpress including research, UX design, writing, editing, and backend web design. Acted as 'webmaster' to make all website changes
- Lead on-page SEO optimization, improving positioning, web traffic, and conversion rate
- Designed and edited all government proposals submitted by the company, which contributed to a win rate of 47%, facilitating massive new revenue generation
- Created a new brand manual and marketing materials for rebranded logo
- Produced successful motion graphic videos for both internal and external use.
- Designed new company magazine and published monthly
- Managed social media content creation and engagement growth, which quadrupled our social media following over the course of 2 years

PITTSBURGH PENGUINS, National Hockey League – Pittsburgh, PA

*Motion Graphics Intern (January 2021 – April 2021)*

GULFSTREAM AEROSPACE – Savannah, GA

*SCADpro Collaboration Presentation Team Leader (March 2020 – June 2020)*

LAKESIDE CHAUTAUQUA – Lakeside Marblehead, OH

*Commission Artist (and Seasonal Certified Lifeguard/Sailing Staff) (June 2017 – August 2019)*

HH RED STONE PROPERTIES, LLC – Savannah, GA

*Community Leasing Assistant (October 2018 – May 2019)*

## Additional Training Certifications

- Google Analytics Certification - Google Digital Academy (Skillshop)
- Inbound Marketing - HubSpot Academy
- Inbound Marketing Optimization - HubSpot Academy
- Introduction to Data Studio - Google Digital Academy (Skillshop)
- MarketingProfs Master Class | The Art of Being Found: SEO for Non-Techie Marketers
- SEO Certification - HubSpot Academy & SEO II Certification - HubSpot Academy
- Sales Enablement - HubSpot Academy
- Social Media Marketing - HubSpot Academy
- MarketingProfs Master Class: Customer Journey Maps for Marketers
- MarketingProfs Master Class: The Secret to My (Demand Gen) Success