

ANNA FARMER

WWW.ANNATHEFARMER.COM

CONTACT

ANNA.LEE.FARMER@GMAIL.COM

972.974.3329

Willing to relocate and travel

EXPERIENCE

Kimley-Horn | Graphic Designer

Orlando, FL | March 2019 - Present

- Execute unique designs for digital and printed proposals and interviews to win work by creating reports, mockups, maps, presentations, icons, and project specific graphics
- Apply mature knowledge of design as well as compliance of the brand to create deliverables that sell and are current with the times
- Collaborate with engineers, project managers, and team members to ensure design is understood from a technical, visual, and communicative perspective
- Work with public sector clients to meet their graphical needs by designing digital and printed deliverables for public meetings, researched reports, and their brand

The Walt Disney Company | Marketing Professional Intern

Orlando, FL | June 2017 - June 2018

- Created and managed content for Disney PhotoPass social media (Facebook - 206.5K followers, Twitter - 51K, and Instagram - 27K)
- Designed presentations, graphs, and timelines for leadership teams
- Communicated with internal and external agencies to create printed and digital collateral (buck slips, infographics, videos, giveaways)
- Handled the Disney PhotoPass marketing budget while working with financial partners to ensure accuracy
- Wrote for the Disney Parks Blog
- Planned events that spanned all four Walt Disney World Resort Parks (Disney PhotoPass Day, marketing/video shoots)
- Reported monthly on social media analytics and digital trends

Bullet Advertising | Promotions Coordinator

Lubbock, TX | September 2016 - May 2017

- Researched the Tai Pei brand through focus groups, surveys, and product testing and strategically came up with promotions that enhanced the campaign
- Designed photo mockups of promotional events
- Pitched our campaign to a panel of industry professional judges

SOFTWARE/SKILLS

Mac/PC Platforms

Adobe Creative Suite

Microsoft Office

Sketchup/Lumion

Social Media Platforms

Web-based Design

Layout

Photography/Videography

EDUCATION

B.A., Advertising

Texas Tech University | 2013 - 2017

Texas Tech University in Seville, Spain | Summer 2016

Texas Tech Ad Team (2018 Gold Addy Winner for Integrated Campaign), Texas Tech University Miller Girls (Service Organization), Texas Tech Advertising Federation (Historian), American Advertising Federation