

CONTACT



SOCIAL



SKILLS

- Creative Cloud
- Microsoft Office
- Social Media
- Marketing
- Event Management
- Packaging
- Logo Design
- Brand Development
- Trade Shows
- UI
- Search Engine Optimization
- Strong Customer Service
- Self-Motivation

INTERESTS



Music



Film



Dogs



Video Games



Illustration

ALEX HENDLEY

PROFILE

I'm a Packaging Project Manager and graphic designer in Jacksonville, Florida. I love soft colors, simple designs, illustrating and text heavy work. I've been designing and illustrating 6+ years with a BFA from Valdosta State University. Alongside my regular work, I spend my evenings and early mornings freelancing for clients around the world. I'm a hot sauce enthusiast who drinks too much coffee in my spare time.

EXPERIENCE

Packaging Graphics Process and Development Project Manager

Bacardi, Sun Branding Solutions / 2019 - Present

- Responsible for driving the overall Artwork Development Process for multiple brands, in various international markets, which ensures that all projects are executed on-time and accurately
- Manage and report on all project's process to various levels across multiple office locations, globally
- Creation of client project briefs to prepare studio for all artwork updates, changes, and conceptualization for Bacardi brands
- Review and approve all Artwork to ensure all aspects capture it's target market regulatory terms, as well as the Bacardi brand guidelines
- Drive internal review process and clarify stakeholder feedback, if needed

Digital Media Marketing, Graphic Designer

Freelance / 2015 - Present

- Freelance graphic designer and artist to clients around the world
- Clients include various projects and assignments
- Work, develop, and create using Creative Suite daily
- Physical and digital designs covering projects from brochures to brand development and final packaging

Creative Marketing Coordinator

The HCI Group / 2018 - 2019

- Healthcare IT Consulting Firm working frequently in private matters, keeping in line with HIPAA
- Working with national and international time difference (US, UK, India offices)
- Production, proofing, and final step approval printing
- Update and maintain all marketing material
- Setting and organizing multiple projects internal and overseas
- Manage social media channels
- Create and distribute notifications and announcements
- Assist in blog writing, developing, and publishing
- Maintain website updates and regular upkeep
- Create, plan, and execute forum and event attendance, promotional material, trade show collateral
- Develop and assist in presentations and upkeep of presentation marketing

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EXPERIENCE CONTINUED

Graphics & Brand Development

Union Street Brands / 2017 - 2018

- Brand and Packaging Developer for 8 e-Liquid Brands
- Compliance to FDA, packaging regulations and changes to the industry daily
- Re-brand and upkeep design of different company products and lines
- Create and develop a variety of brands for the company from initial creation to final production
- Manage social media channels and interact with customers
- Build, develop, and maintain new website
- Prepare and execute events/trade show booth designs, elements, and promotional merchandise

Screen Printing Artist

Spirit Screen Printing / 2016 - 2017

- Compare created artwork with final proof for creation
- Create artwork based on client request
- Prepare transparencies and artwork for print
- Work one-on-one with clients to discuss art, deadline, and expectations
- Prepare print schedule for back of shop

EDUCATION

Bachelor in Graphic Design | BFA in Fine Art

Valdosta State University / Valdosta / Georgia / 2013-2017