

# Hillary Roedell

Graphic Design | Marketing | Storytelling

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Creative and mission-driven communications professional with 5+ years of experience in marketing, graphic design, and administrative support. A designer inspired by her home—the wild heart of Florida—creating compelling, strategic visuals that celebrate natural ecosystems. Skilled in brand development, educational materials, proposals, and digital media that support environmental education and sustainability initiatives. Passionate about collaborating with others to uplift unique landscapes through impactful design.

## CONTACT

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Longwood, FL 32750  
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## EDUCATION

Associate of Science in  
Cardiovascular Technology  
Santa Fe College, 2010

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## SKILLS

- Marketing and Graphic Design
  - Administrative Support
  - Project and Event Coordination
  - Brand and Content Strategy
  - Microsoft 365
  - Adobe Suite
  - Squarespace and Wix
  - Short-Form Video Production
  - Illustration
  - Wildlife Photography
  - Knowledge of Florida's Native Flora and Fauna
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## PORTFOLIO

Maypopdesign.com

## PROFESSIONAL EXPERIENCE:

*Freelance Designer | Purple Martin Studio  
2023 – Present*

- Led brand development, including logo design, identity, mission, and guidelines
- Designed and launched website
- Created branded graphics on native plants and wildlife habitats for website, proposals, and social media.
- Managed social media to boost engagement and brand awareness
- Collaborated closely with owner to align visuals and messaging with studio's mission

*Marketing Coordinator | Dix.Hite + Partners  
2021 – 2023*

- Collaborated closely with marketing team, consultants, leadership, and design studios
- Maintained and updated website content
- Managed monthly calendars and created branded content for social media and blogs
- Produced marketing collateral: project sheets, apparel, and event materials
- Supported proposals with resume updates, forms, document creation, and assembly
- Designed educational signage for parks
- Coordinated logistics of community outreach, company events, and conferences
- Promoted company culture through employee spotlights, events, and traditions
- Ensured brand consistency and accuracy