

Hillary Roedell

Graphic Design | Marketing | Visual Storytelling

Creative and mission-driven communications professional with 5+ years of experience in marketing, graphic design, and administrative support. Inspired by Florida's wild places, I create compelling, strategic visuals that celebrate nature and support conservation efforts. Skilled in visual storytelling, educational graphics, branded content, and multimedia, with a focus on environmental education and campaign initiatives. Passionate about collaborating with teams to uplift unique landscapes through impactful design.

CONTACT

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EDUCATION

Associate of Science in
Cardiovascular Technology
Santa Fe College, 2010

SKILLS

- Graphic Design and Marketing
 - Brand Development
 - Content Strategy
 - Website Design
 - Short-Form Video Production
 - Illustration
 - Administrative Support
 - Photography
 - Plant and Wildlife Identification
 - Microsoft 365
 - Adobe Suite and Procreate
 - Canva and Adobe Express
 - Squarespace and Wix
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PORTFOLIO

Maypopdesign.com

PROFESSIONAL EXPERIENCE:

*Freelance Designer | Purple Martin Studio
2023 – 2025*

- 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.
- Supported social media management 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