

HAYDEN WILLIAMS

Marketing & Design

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Creative, results-driven graphic designer with a strong background in marketing and brand development. Experienced in delivering cohesive visual campaigns across digital and print platforms. Strong project manager who thrives under deadlines and collaborates effectively to produce high-impact creative work.

PROFESSIONAL EXPERIENCE

CREATIVE BRANDING DIRECTOR

The Java House | Iowa City, IA | May 2023 - Aug 2025

- Maintained the brand identity and voice through all marketing channels.
- Ensured that all marketing materials were thoughtfully designed, produced, distributed, and published within tight deadlines.
- Designed and wrote copy for all marketing outreach, including email campaigns, in-app pop-up notifications, push notifications, in-store signage, digital drive-thru specials, and social media content.
- Organized and posted items for sale on mobile order and point of sale platforms.
- Designed and ordered custom merchandise.
- Aided in customer feedback communications.

CREATIVE DIRECTOR

Zenith Literary Magazine | Iowa City, IA | Aug 2020 - May 2022

- Collaborated with the design team to create unique designs for print magazine projects, social media posts, merchandise, and other promotional materials.
- Set the official style guide and mood board for each upcoming print edition.
- Prepped the final draft of each edition to go to print, ensuring design work, typesetting, cover art, and images were correctly formatted.
- Approved all visual aspects of the magazine.

EDUCATION

THE UNIVERSITY OF IOWA

Iowa City, IA | Aug 2019 - May 2023

Bachelor of Arts

- Major in English with a focus on publishing
- Major in journalism and mass communications
- Awarded Dean's List Honoree 2020-2023
- Cumulative GPA: 3.78

SKILLS

- Copywriting
- Attention to detail
- Collaborating with others
- Problem solving
- Communication
- Creative thinking
- Organization
- Graphic design
- Photography
- Social media marketing
- Adobe Suite (Illustrator, InDesign, Photoshop)