



# Heather Dollar

Creative Design, Marketing  
Winston-Salem, North Carolina

I am a seasoned content creator and graphic designer with extensive experience in branding and video production. My sound judgement and proven creative instincts make me an agile strategist and a flexible team player, able to prioritize tasks and balance a broad range of responsibilities while anticipating problems to quietly solve them before they happen.

## SKILLS AND PROFICIENCIES

Photoshop • Illustrator • After Effects • Premiere • html5 • CSS3 • Photography • Social Media SEO • Google Analytics • SEMrush • Video Production • Technical Writing • A/B Testing

## FOCAL AREAS

Visual Storytelling • Branding • Motion Graphics • SEO Strategy • Educational Content

## RELEVANT EXPERIENCE

- Hey Awesome Girl*     **Creative Director**  
1/2021 - PRESENT

  - Led creative development across all mediums
  - Ensured quality and brand consistency for clients
  - Led post-production for ongoing video podcast
  
- Mad Dollar Media*     **Founder**  
1/2021 - PRESENT

  - Crafted oddities and art objects for retail
  - Developed marketing strategy for Social Media

**Freelance Designer, Editor**  
12/2008 - PRESENT

  - Designed graphic packages for UNC Healthcare
  - Edited PSA for Free For Life International
  - Directed music video and short film
  
- Moon Audio*     **Art Director**  
06/2020 - 01/2021

  - Defined Brand Standards and best practices
  - Strategized for SEO, UX, content marketing

**Senior Graphic Designer**  
04/2018 - 06/2020

  - Maintained front of site with 300k+ monthly views
  - Produced video content, product photography
  
- UNC-TV*     **Broadcast Design Manager**  
10/2010 - 04/2018

  - Led visual rebranding for three channels
  - Co-produced original music series, NC Beat
  
- UNC-TV*     **Motion Designer**  
07/2008 - 01/2009

  - Honed skills in 2D and 2.5D animation
  - Established reputation for quality and reliability

**Production Assistant**  
05/2006 - 07/2008

  - Contributed to all stages of production
  - Produced and edited feature story

## AWARDS

- 3 MidSouth Emmy Awards**  
7 Additional Nominations
- Centerlight Award**  
Resourcefulness & Innovation
- American Graphic Design Award**  
Logo and Identity

## EDUCATION

**Bachelor of Arts**  
North Carolina State University

## MEMBERSHIP

**Mensa of Eastern NC**  
IQ scored in 99th percentile

## PORTFOLIO + CONTACT

www.heatherdollar.com  
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