

Connor Hawkins

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WORK HISTORY

SCADpro x Beachview | Savannah, GA | Co-Brand Manager | March 2025 – May 2025

- Collaborated with a design team to re-imagine brand architecture for Beachview, creating distinct identities for three divisions while maintaining established market presence.
- Managed the visual identity and strategic direction for the Beachview Energy Solutions branch.
- Conducted market research to ensure brand alignment across diverse client sectors.

SCADpro x Deloitte | Savannah, GA | Project Lead | March 2026 – May 2026

- Collaborated with a team of 13 multidisciplinary students to research and develop innovative digital services for Deloitte.
- Developed project timeline and goals for the team, ensuring that deliverables were met effectively and timely.
- Presented presentations and progress with clients whilst maintaining a clear tone and accurately describing relevant information.
- Managed client communication and facilitated workshops to help drive collaboration and boost overall project comprehension.

SCAD | Savannah, GA | SCADhome Student Designer | April 2026 – May 2026

- Designed flyers, posters, and packets that visually communicated information for both internal and external distribution.
- Collaborated with the Executive Director and Director of Operations to effectively establish project timelines, deliverables, and goals.
- Maintained a flexible workflow to adapt to changes within project briefs and when tasked with new assignments.
- Developed design systems to streamline the workflow for future designers.

Reaper Miniatures | Denton, TX | Marketing Strategist & Production Assistant | June 2019 – Present

- Design visual assets for product launches and promotional materials.
- Conduct consumer data analysis to strategize marketing techniques and improve customer engagement.
- Manage online order fulfillment logistics, ensuring efficient workflow for printing, scanning, and shipping.
- Maintain high-volume inventory and provide direct customer support in a retail environment.

Qublify | Remote | Marketing Strategist Intern | July 2025 – August 2025

- Concepted ideas for social media content that aligned with the brand's mission.
- Scripted short-form videos with flexible details for serialized content.
- Coordinated with team members for ideation sessions and efficient communication.

EDUCATION

- Savannah College of Art and Design (SCAD)
- Savannah, GA
- Graduated: May 2026
- Magna Cum Laude
- BFA in Advertising and Branding

TOOLS

- Adobe Suite Expert
- Figma
- AI Generation Tools
 - Claude
 - ChatGPT
 - Gemini
 - NotebookLM
 - Firefly
- Microsoft Office Suite

SKILLS

- Art Direction
- Brand Strategy
- Graphic Design
- Copywriting
- Project Management
- AI Generation
- Technology Integration
- Presentation Skills
- Communication
- Team Collaboration
- Leadership

ACCOMPLISHMENTS

- Red Dot Winner (2026)
- Best of Show ADDY (2026)
- 4x Gold ADDY (2026)
- 1x Silver ADDY (2026)
- 11x Dean's List (Fall 2022, Spring 2023-Spring 2026)