

HUNTER LONGLEY



HunterLongley.com



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423-987-2930

EMPLOYMENT

CHATTANOOGA STATE COMMUNITY COLLEGE

Coordinator of Marketing & Web Design (OCT 2017 - PRESENT)

As lead administrator for the college's enterprise level website, I manage digital communications across 2,000+ webpages, and oversee all Web Designers and content editors, whom I first train in UI/UX and accessibility standards. I partner with cross-functional stakeholders in all areas of the college, conduct monthly accessibility audits, and report SEO and Google Analytics insights to executive leadership. Recently I've been leading a CMS migration and website redesign process, improving usability, accessibility, and content governance. I also participate on cross-functional committees, and interview job applicants for roles within the Marketing Department.

Adjunct Professor of "Intro to Digital Design" (AUG 2016 - PRESENT)

I teach medium to large size college-level classes, both in-person and virtually. My class covers the elements and principles of design, and how to use the Adobe Creative Cloud software. I've taught adult students of all ages, as well as students with IDD (Intellectual & Developmental Disabilities).

Specialist Graphic & Web Designer (FEB 2016 - OCT 2017)

I designed a wide range of digital, print, and social media materials for cross-functional stakeholders, delivering cohesive messaging, brand consistency, and robust Marketing campaigns. My web designs were built for the Drupal content management system according to UI/UX and accessibility standards.

EWTVN (ETERNAL WORD TELEVISION NETWORK)

On-Air Graphics & Motion Graphics Designer (SEP - DEC 2015)

For both live and pre-recorded broadcasts, I designed motion graphics, animations, title sequences, credits, show bumps, lower thirds graphics, and full screen backgrounds. During key live shows, such as presidential primary debates and Pope Francis' 2015 visit to America, I sat in-studio with producers and directed the broadcasts into and out of commercial breaks.

MOHAWK INDUSTRIES

Creative Marketing Department Intern (MAY - AUG 2015)

I created a wide range of digital assets, including logos, brand books, pitch decks, photography, and motion graphics. I directed professional actors, filmed commercials on-location, and edited video content for TV and social media.

EDUCATION

SAMFORD UNIVERSITY

BFA in Graphic Design
(2011 - 2015)

BAYLOR SCHOOL

High School Diploma
(2004 - 2011)

EXPERTISE

Adobe Creative Cloud

After Effects, Audition, Express, Illustrator, InDesign, Lightroom, Media Encoder, Photoshop, Premiere Pro, XD

Web Tools

Drupal, Modern Campus, Google Analytics, Slate CRM, Squarespace, Wix, WordPress

Additional Software

Canva, Clip Studio Paint, DaVinci Resolve, Figma, Microsoft 365, Procreate

Skills

Accessibility, Animation, Art Direction, Brand Development, CSS, HTML, Motion Graphics, Photography, SEO, Social Media, Teaching, UI/UX

AFFILIATIONS

AIGA

Member

Chatt. Comix Co-Op

Founding Member

Chatt. Film Festival

Volunteer

Chatt. Public Library

Volunteer

Hunter Art Museum

Volunteer Camp Counselor

Special Olympics

Volunteer