

Annalise F Wheeler

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Experience

Digital Content Creator | Karlen Williams Graybill Advertising

11/2025 - Present, New York, NY

- Execute 15–20 production-ready digital assets weekly, including static graphics, short-form video, and platform-specific content aligned with client briefs and brand guidelines.
- Translate creative direction from senior designers and strategists into accurate, on-brand visual output across multiple formats and sizes for paid and organic placements.
- Resize, version, and adapt campaign assets across social platforms ensuring consistency with technical specifications.
- Manage concurrent projects across multiple clients while maintaining organized asset libraries and production workflows.
- Collaborate cross-functionally with creative, strategy, and account teams, participating in client meetings, briefings, and creative workshops to align deliverables with campaign objectives.
- Write copy for paid social ads, developing integrated concepts that pair messaging with visual design.
- Design and update website landing pages, aligning content and visuals with brand standards and campaign goals.
- Implement feedback minimizing revision cycles and ensuring assets are delivered on time and to spec.

Creative and Digital Fellow | (RED)

06/2024 - 05/2025, New York, NY

- Designed and produced digital marketing assets for social, email, and web campaigns—including one-pagers, event invitations, and branded graphics—applying brand guidelines consistently across all channels.
- Supported cross-divisional projects and activations, coordinating creative assets to ensure timely campaign launches with accurate asset tracking.
- Prepared production-ready print collateral, managing vendor specs and file preparation standards.
- Drove a 20% increase in audience engagement by analyzing campaign performance metrics and refining visual creative based on data-driven feedback.
- Provided on-site creative support during campaigns and key events, adapting quickly to live production needs.

Graphic Designer | Hyper X Racewear

02/2022 - 01/2023, Roanoke, VA

- Designed print and digital marketing materials including promotional graphics, apparel artwork, and social media assets.
- Handled concurrent client design requests while meeting deadlines and delivering production-ready files.
- Improved design workflow and communication processes, increasing efficiency and reducing time on client revisions.

Education

Bachelor of Applied Science, Graphic Information Technology

Graduation: 12/2023

Arizona State University

GPA: 3.91/4.00

Honors: Dean's List Summer-Fall 2022- 2023, Summa Cum Laude

Associate of Applied Science, Graphic Design

Graduation: 05/2022

Virginia Western Community College

GPA: 3.35/4.00

Web & Development

- CSS
- HTML5
- JavaScript

Business & Marketing Platforms

- Microsoft Office (Word, PowerPoint, Outlook, Excel)
- Asana
- Salesforce
- Google Ads
- Mailchimp
- Emplify

Design & Creative Software

- Adobe Creative Suite (Photoshop, InDesign, Illustrator, XD, Premiere Pro, After Effects, Media Encoder)
- Figma
- Sketch
- Canva
- WordPress
- CapCut