



anya hoffecker
design that resonates

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anya-hoffecker.com

who i am

An award-winning creative professional and dynamic leader with a proven track record for developing campaigns, concepts and strategies that resonate with passion, shape perceptions, and inspire change.

- magician** • Seamlessly carries effective solutions across a wide range of media and integrates them into a single cohesive campaign experience
- wunderkind** • Successfully motivates and directs creative teams to project completion, meeting all deadlines on budget
- expert juggler** • Expertly balances multiple projects, clients, vendors, and workloads across internal or external resources
- mind reader** • Passionately translates initiatives into unique, strategic concepts and manages them to completion
- yin and yang** • A rare and valuable combination of right-brained creative thinking and left-brained process-driven planning
- student of life** • Continuously seeks and implements new trends, strategies, and technologies for professional and personal enrichment

where i've worked & created

2004	2005	2006 - 2007	2007 - 2013	2013 - present
	intern	designer	print & interactive designer	art director
				principal

Principal

2013 - Present

Anya Hoffecker Media, LLC; Tulsa, OK

Develops strategy and design solutions for regional and national clients in all industries.

- Develops marketing positioning and execution strategies
- Designs and directs a wide variety of multimedia projects including advertising, print collateral, catalogues, direct mail, emails, interactive media, branding, trade shows, websites and more
- Manages clients, budgets, vendors and contractors

Creative Design Manager (Art Director)

2007 - 2013

Williams & Williams Auction; Tulsa, OK

Develops strategy and design solutions and leads the creative team for global leader in real estate auctions, which auctions more than \$2B in assets annually on-site and online.

- Designs and directs integrated national and international multimedia campaigns each month, resulting in more than \$50M in annual revenue
- Designs and directs corporate events including tradeshow, speaking engagements, brand experiences and environmental designs, managing budgets up to \$100k
- Develops brand strategies and manages social media for national brands with notable results
- Designs and directs interactive projects including websites, microsites, and applications

Graphic and Interactive Designer

2006 - 2007

Fabricut, Inc.; Tulsa, OK

Designed and developed interactive and print solutions for one of the largest, most progressive distributors of designer fabrics in the world, grossing more than \$25M annually to the interior design industry.

- Created brand identity, packaging and campaign elements for Fabricut and JCPenney's Mount Vernon Collection, resulting in more than \$1.6M net sales worldwide
- Designed and programmed multiple interactive projects including websites for two global fabric brands, S. Harris and Trend Fabrics, plus promotional tools for the sales teams

Graphic Designer

Witness Designs Sign Company, Tulsa OK

Summer of 2005

International Internship

Staatsgalerie (Badenwurttemberg state art museum), Stuttgart, Germany

Summer of 2004

awards & accolades

- Placed second in two categories at the National Auctioneers Association Marketing Competition, 2012
- Placed first in multiple categories and as Grand Champion at the National Auctioneers Association Marketing Competition, 2013
- Featured in Tulsa People as an expert in environmental design, July 2010
- Won one gold, one silver and three citations in Graphex Regional Design Competition, 2007

tools of my trade

Adobe Suite:



Microsoft Office:



Environments:



Social Media Tools:



Other:



higher learning

- BFA, Oklahoma State University: Summa Cum Laude, Honors Degree with German minor. May 2006
- Lean Six Sigma Course, management and efficiency training. Tulsa, OK. 2011
- Professional Creative Coaching with Get InVision. Las Vegas, NV. 2010-2012
- In-house Design Manager Conference; HOW Design. Denver, CO. June 2010
- Art Directors Club. Tulsa, OK. 2011-Present

areas of expertise

