

ROCHELL HATFIELD

Graphic Designer | Web Designer | Digital Marketing Specialist

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PROFESSIONAL SUMMARY

Graphic designer, web designer, and digital marketing professional with **5+ years of experience** delivering brand, web, and campaign work for small businesses, nonprofits, and multi-location brands. Proven record improving engagement, retention, and campaign performance through user-focused design, SEO, and paid media creative. Strong in Adobe Creative Suite, WordPress, analytics, and conversion-focused design. Known for taking projects from concept to launch and producing measurable results.

CORE SKILLS

Design & Creative

Brand identity • Campaign design • Layout & typography • Presentation design • Motion graphics • Video editing • Print production

Marketing & Strategy

Paid social & Google Ads creative • Content strategy • Social media management • Email and campaign creative • SEO fundamentals • Analytics reporting

Web & UX

Wireframing • Landing page design • WordPress • HTML • CSS • JavaScript basics • Accessibility (WCAG/ADA-aligned practices)

Tools

Adobe Photoshop, Illustrator, InDesign, Premiere Pro, After Effects • Figma • Canva • WordPress • Google Analytics • Google Ads • Asana • Git

PROFESSIONAL EXPERIENCE

Web Developer & Designer

Vortex Digital Marketing — Iowa City, IA

Mar 2024 – Apr 2025

- Designed and launched responsive websites and landing pages for small-business clients, improving usability, SEO readiness, and conversion paths.
- Built reusable WordPress templates and modular page components, reducing content update time and improving consistency across multiple client sites.
- Implemented on-page SEO improvements, performance optimization, and accessibility fixes to strengthen search visibility and user experience.
- Collaborated with designers, developers, and leadership to deliver projects on schedule across multiple simultaneous client accounts.

Social Media Content Strategist & Manager

Zion Lutheran Church — Iowa City, IA

Feb 2024 – Sep 2024

- Managed content strategy and posting across three platforms, maintaining consistent engagement and producing high-performing posts **exceeding 100+ interactions**.
- Designed graphics and short-form video and wrote campaign copy to support events, outreach, and community initiatives.
- Planned and optimized paid campaigns using platform analytics and Google Analytics, delivering performance reports and recommendations.
- Built a structured editorial calendar and content workflow to improve posting consistency and campaign planning.

Digital Marketing Director

Java House Coffee Roasters / Heirloom Salad Company — North Liberty, IA

Feb 2023 – Apr 2024

- Led digital marketing strategy across web, SEO, email, paid media, and social channels for a multi-location brand.
- Contributed to a **32% increase in customer revisit rate** and **24% increase in average customer spend** through loyalty campaigns, promotional strategy, and targeted creative.
- Directed creative and campaign execution across **4 branded websites**, social media, email marketing, and in-store materials to maintain consistent brand identity.
- Produced campaign performance reporting and insights to guide leadership decisions on budget allocation and channel mix.

Web Designer / Developer

Easton Digital Marketing — Iowa City, IA

Aug 2022 – Feb 2023

- Designed wireframes and high-fidelity layouts and developed responsive websites using HTML, CSS/SASS, and JavaScript.
- Built and maintained WordPress websites and produced web-ready graphics and assets.
- Improved site usability and engagement through UX refinements, clearer navigation, and conversion-focused layouts.

Lead Graphic Designer

Signarama — Lynnwood, WA

Jan 2021 – Jan 2022

- Designed print-ready signage, marketing materials, and branded collateral for business clients under tight production deadlines.
- Managed proofs, revisions, and production handoff, ensuring accuracy and client satisfaction.
- Streamlined file organization and production workflows to reduce rework and improve turnaround time.

Freelance Graphic / Web / UX Designer

Independent — Remote

Jul 2020 – Jun 2022

- Delivered end-to-end brand identity and website design for startups and small businesses, including wireframes, prototypes, and launch support.
- Redesigned nonprofit and small-business websites, improving engagement by **up to 45%** through UX improvements and clearer content hierarchy.
- Built responsive WordPress and custom-coded sites emphasizing accessibility (WCAG 2.1 AA), SEO fundamentals, and mobile usability.

ADDITIONAL EXPERIENCE

Sales Associate

Von Maur — Coralville, IA

Apr 2025 – Present

- Maintain high customer satisfaction and visual merchandising standards in a KPI-driven retail environment.

EDUCATION

Bachelor of Design (Visual Communications)

Eastern Washington University — Cheney, WA | 2020

Certificate: User Experience / User Interface (UX/UI)

Eastern Washington University — Cheney, WA | 2020

AWARDS

- Top Ten Businesses Award, EWU Center for Entrepreneurship (Lysin Student Biotech Start-Up) | 2020
- Secured \$12,500 investor award for campaign design and pitch materials (Lysin Student Biotech Start-Up) | 2020
- Top Sales, King County Region (Vector Marketing) | May 2014

WORK AUTHORIZATION

Authorized to work in the United States for any employer.