



## HEATH SAMPLE

COPPER MOUNTAIN (2016 - 2021)

**BRAND SUPERVISOR (2019 - SEPT. 2021)**

**INTERACTIVE & DESIGN COORDINATOR (2016 - 2019)**

*Copper Mountain, Colorado*

- Managed our interactive media and communication, ensuring design responsiveness for clear, organized display of information across all platforms:
  - Managed website CMS, including mobile responsiveness, daily updates, bugs, new development, and design progression.
  - Scheduling sends of emails to custom segments and queries of our guest database, based on purchasing and visitation behavior.
  - Helped create assets for our ecomm sites, automated re-targeting emails.
  - Managed our snow reporting system, including webcams and automated email reporting system, and interactive resort maps showing trail status.
- Led our branding and design efforts to create media for the resort, including:
  - Designed and built HTML code for marketing and ecomm emails.
  - Digital web banner ads for media buys across several campaigns - lodging, events, season passes, summer activities, etc.
  - In-resort signage (print & digital) to direct customers and increase revenue yield once guests are on-site, and to clearly communicate operation information, with a system of maps, directional signs & decals.
  - Billboards, magazine ads, vehicle wraps for marketing campaigns & events.
  - Branding and logo creation for new themed events, including music stage design, posters, website graphics and social assets.
- Supervised our team of graphic designers, providing daily feedback and direction for design projects. Taking new info and operation updates coming from our several business units and turning these into executable design projects for our team, including timelines and brand standards.
- I worked closely with our marketing director and branding agencies to re-brand Copper twice, gaining valuable experience learning how to refresh and clearly communicate a brand and what it stands for to clearly stand out among competitors.
- Working with a constant, high volume load of design and marketing projects, with quick turnaround time. From this I gained much experience working with stakeholders and sponsorship partners, on how to prioritize, schedule, and delegate projects while communicating with our 10+ business units on our progress.

CORNERSTONE NASHVILLE (2015 - 2016)

**HEAD GRAPHIC DESIGNER & PHOTOGRAPHER**

*Nashville, Tennessee* - Managed company brand across TV announcements, department and event logos, still photography, redesigned & managed website, monthly branding series, posters, ads, billboards. Managed and created content for our social media accounts.

AUBURN UNIVERSITY ATHLETICS (2013-2015)

**JUNIOR GRAPHIC DESIGNER**

*Auburn, Alabama* - Designed season identity packages for university teams; posters, schedule cards, advertisements, email and news announcements, logos for sports and game program design. Large display (stadium jumbotron) graphics. Directed team photoshoots. Worked with print vendors for proofing and color correction.

AUBURN FOOTBALL DEPARTMENT (2013 - 2014)

**GRAPHIC DESIGN INTERNSHIP**

*Auburn, Alabama* - Design internship under Art Director Tyler Trout. Created university team season branding identity assets, including golf, volleyball, basketball, baseball and swimming. Created graphic mailers for football recruiting department. Helped create monthly interactive tablet magazine, .

FREELANCE ARTWORK (2008 - CURRENT)

**COMMISSION PAINTING & DRAWINGS**

Acrylic and oil paintings, charcoal and ink drawings for custom client orders. See artwork at [heathsample.com](http://heathsample.com).

PORTFOLIO

**HEATHSAMPLE.COM**

EMAIL

**heathsample1@gmail.com**

INSTAGRAM

**@HEATHSAMPLE**

YOUTUBE

**@HEATHSAMPLE**

## EDUCATION

AUBURN UNIVERSITY

**BFA IN GRAPHIC DESIGN**

- Auburn, Alabama - May 2014
- Taormina, Italy Study Abroad 2009

## SKILLS

Brand Identity

Web Design

Logo Design

Web CMS Management & Development

Email Database Segmentation

Book Design

Mobile App Design

Drawing, Illustration & Painting

Photography

Design Supervision & Leadership

## TECHNICAL SKILLS

Adobe Creative Suite

Illustrator

InDesign

Photoshop

Dreamweaver (HTML, CSS)

After Effects

Wordpress, Drupal, Wix, Squarespace CMS

Sketchup

IBM Acoustic Email Platform

Inntopia Insight Portal

Task Management - Wrike, Slack, Teams

## INVOLVEMENT

Summit County Rescue Group Member  
Mountain Rescue (2019- current)

Mountain Rescue Association and CSAR member

Southern Climber's Coalition

Cornerstone Community Outreach Program

Theta Chi - Vice President, Scholarship & Event Chair

Humane Society Volunteer

## AWARDS / RECOGNITION

Auburn University's Graphic Design Faculty Juried Show 2013

College of Sciences and Mathematics Scholarship

Auburn University Presidential Scholarship 2008

Copper Mountain Power Play Award 2019

Copper Mountain Employee Playmaker Award 2020

Copper Mountain Rally Award 2020