

# ALANNA HURT

## CONTACT INFORMATION

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**Portfolio Site:** alanna-hurt.com

## EDUCATION

**Savannah College of Art and Design**

Major: B.F.A. Advertising & Branding

Minor: Copywriting

## SKILLS

- Adobe Suite
- Microsoft Suite
- Customer Service
- Organization
- Copywriting
- Art Direction
- Video Editing

## ACHIEVEMENTS

SCADamp Certificate of Completion 2024

Certification in Design Research and Insight Translation 2024

Academic Scholarships 2021-2024

Dean's List 2021-2024

Adobe Photoshop Certified 2022

## PROFESSIONAL EXPERIENCE

**Shoe Dept.- June 2025-Present**

Keyholder/Sales Associate

- Maintains proper presentation of merchandise
- Adheres to company policies regarding opening and closing procedures
- Assists with the receiving and stocking of merchandise
- Operates register and company computer system
- Helps customers with sizing and merchandise inquiries
- Participates in achieving sales goals

**SCADpro (Sherwin Williams)- Spring 2024**

Copy Lead/Copywriter

- SCADpro is a collaborative design studio between current students and business leaders to solve real-world brand, product, marketing and design briefs
- Collaborated with a multi-disciplinary team to create a tool for the design community
- Made edits to client check-in presentations to best fit multiple computer systems and programs
- Produced several variations of subsequent copy
- Guided a team of writers in completing copy related tasks in accordance with tight deadlines

**McDonald's- February 2019-July 2021**

Crew Trainer

- Trained incoming crew members ensuring that they were familiar with daily tasks and procedures
- Assisted in daily store upkeep
- Served customers in various positions including, cashier (front counter/drive-thru), food runner, and (sub-in) line cook
- Identified problems and performed best solution practices to guarantee customer satisfaction