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Sean Higgins

INTERNATIONAL AWARD-WINNING GRAPHIC DESIGNER & SOCIAL MEDIA CERTIFIED PROFESSIONAL

Extremely driven and creative Graphic Design & Marketing Director with a mission to bring people together by creating positive reactions and generating long-standing results through strategic marketing efforts. Offering a comprehensive marketing and graphic design background within the restaurant industry including menu engineering, social media marketing, brand & identity planning, food & beverage photography and managing multi-territory advertising campaign efforts. Proven record of researching, creating and executing highly effective marketing tactics that are cost-effective, generate profits and ensure consistency with the companies mission.

PROFESSIONAL STRENGTHS

Graphic Design | Branding & Identity | Restaurant Marketing
Menu Engineering | Typography | Adobe CC | Social Media Marketing
Motion Graphics | Print & Digital Media Knowledge | Layout Design
Packaging Design | Retail Marketing | Event Marketing | Public Speaking
Creative Direction | Web Design | Food & Beverage Photography
Illustration | Leadership & Team Development

EDUCATION

OKLAHOMA STATE UNIVERSITY
Bachelor's Degree, Graphic Design
2009-2013

AWARDS / CERTIFICATIONS

FACEBOOK DIGITAL MARKETING CERTIFICATION
Facebook Blueprint // 2021

SILVER AWARD // FAST FOOD RESTAURANT BRAND IDENTITY
Davey Awards // 2020

SILVER AWARD // MENU DESIGN
Muse Creative Awards // 2019

GOLD AWARD // MENU DESIGN
Davey Awards // 2018

QUEST AWARD // MENU DESIGN
GlobalTrend Marketing Awards // 2018

ROSE GOLD AWARD // MENU DESIGN
Muse Creative Awards // 2018

HONORABLE MENTION // MENU DESIGN
Muse Creative Awards // 2016

SOCIAL MEDIA MARKETING CERTIFICATION
Hootsuite Academy // 2017

SIGNIFICANT ACHIEVEMENTS ★

Territory Brand Consistency – Singlehandedly designed the internal graphic design & branding blueprint for Hutch's Convenience Stores, which included a guide for all fonts, messages, monthly signage plans and LTO (Limited time offers) that related to the overall mission and ensured consistency and brand awareness in all 20 stores.

Productivity Enhancement – Streamlined all territory locations at Hutch's Convenience Stores; Implemented weekly reminder emails to each location describing what to expect in their promotional kits and how to set up the stores accordingly. Cut down productivity and planning time for store layouts from 2 weeks to 2 days.

Customer Awareness – Established local social media online presence including making the company YELP, Google Business, Instagram, Twitter and FB Pages, which now has over 3,200 followers.

Social Media Management & Analytics – Managed all 14 online channels at Billy Sims BBQ, maintaining a 100% customer inquiry response rate. Created a visually appealing monthly social media report with analytics including post engagement rate, post reach rate, number of new followers, response rate, and top 5 successful posts. Earned the blue verification badge for multiple online channels. Also created comprehensive video job ad in brand new Kansas market; Video gained massive engagement over the course of 4 days and the location was able to source and hire 10 employees quickly and effectively in preparation for launch.

Website Creation & Reconstruction – Revamped and redesigned Billy Sims BBQ website in 2018, incorporating each individual locations landing page along with specific content per location.

Menu Revamp and Implementation – Successfully converted 75% of the Hutch's Convenience Store menus from the old outdated standard board menus to digital board menus with live real-time accuracy with availability to instantly update each locations menu board through a single computer. Managed all 20 stores menus with over 50 items per store. Also revamped eatertainment concept, Andy's Altitude 1291's menu with strategic menu engineering and design. The result was a significant increase in sales on their most profitable items during the first weekend of menu launch.

Digital Brand Launch Strategies – Demonstrated impeccable time management skills when designing and executing Billy Sims BBQ online ordering menu. Created individual drop down specifications for each menu item, brand cohesiveness, simple usability and typography for the entire Billy Sim's BBQ online menu within 2 days.

COMMUNITY INVOLVEMENT

ART DIRECTOR'S CLUB OF TULSA 2017 - Present

DIRECTOR OF GRAPHEX (annual design competition)

Increased ticket sales compared to the previous 2 years. I led a team of marketers, designers, writers, and videographers in promoting the awards event months in advance. I also directed vendors and judges around the country for the event

DIRECTOR OF SOCIAL MEDIA

Directed a team of creatives and oversaw social media calendar and posts including Facebook Ads, Facebook Events, Twitter, and Instagram

BIG BROTHERS BIG SISTERS OF OKLAHOMA 2017 - 2019 MENTOR

KIWANIS 2016 - 2017 COMMUNITY VOLUNTEER

ADDITIONAL SKILLS

Microsoft Office Suite | Photoshop | Illustrator | InDesign
Hoosuite | Facebook Advertising | After Effects | Light Room
Premiere Pro | Media Encoder | Wix | Wordpress

KEY CLIENTS



PROFESSIONAL EXPERIENCE

GRAPHIC DESIGNER / SOCIAL MEDIA MANAGER 2017 - Present Legendary Q Brands | Tulsa, OK

Legendary Q Brands is the corporate office of Billy Sims BBQ, Billy Sims Burger and Billy Sims Foundation.

Designed one-of-a kind custom menus for Billy Sims BBQ and Billy Sims Burger; Achieved 5 awards internationally for Menu Graphic Design. Successfully partnered with a nationally recognized menu engineer to collaborate on most recent menu rollout; significantly increased profits on key items compared to the previous year. Created and delivered digital designs and custom graphics for multiple franchisees in various markets. Streamlined and implemented visual and creative standards for learning and development, insuring that they align with the internal and external brands. Drove strategy, planned and executed marketing initiatives for new projects, menu changes, special menus, remodels and rebranding campaigns. Oversaw projects through conceptualization to on-time, final production to include: advertising, website, social, presentations, marketing collateral, menu design, website and website layout. Monitored and evaluated online ordering to create timely and effective advertising strategies that are cohesive with company brand. Managed consumer and market insight programs to better understand guests, markets, and determine effectiveness or potential of initiatives. Conceptualized and executed dessert case study, resulting substantial social media engagement and a major increase in monthly sales. Created a visually appealing monthly social media report with analytics including post engagement rate, post reach rate, number of new followers, response rate, and top 5 successful posts.

FREELANCER 2015 - Present

Sean Higgins Creative | SeanHigginsCreative.com | Tulsa, OK

Created comprehensive bar and restaurant graphic design and marketing strategies. Revamped eatertainment concept, Andy's Altitude 1291's menu with strategic menu engineering and design. The result was a significant increase in sales on their most profitable items during the first weekend of menu launch. Clients Included: Hutch's Convenience Stores, Inner circle Vodka Bar, Huddle House, Cherry Berry, Coney Island, Tacocue, Andy's Altitude 1291 and the Art Directors Club of Tulsa.

GRAPHIC DESIGNER / MARKETING DIRECTOR 2014 - 2017 Hutch's Convenience Stores | Elk City, OK

Hutch's convenience stores are owned by fuel wholesaler Hutchinson Oil Company, which also owns a Huddle House restaurant and 2 Coney Island restaurants.

Oversaw the day-to-day planning and operations of the social media and digital programs to align with business objectives, support team growth and development, and implementation of new initiatives. Made actionable recommendations for social and digital plans by analyzing qualitative and quantitative ratings and data. Implemented several rebranding strategies such as: Designing in-store point-of-purchase signage, revamping Hutch's Market concept and logo along with rebranding their fountain drink program and devising the digital menu and drive thru boards. Created comprehensive branding strategies for Coney Island and Hutch's Market including designing and measuring effective campaigns and website management. Planned, created, and implemented social media campaigns on various social media networks with appropriate audience targeting that aligns with the company's social media strategy. Drove innovation by leveraging new media platforms and tactics to engage with the audience and develop innovative programs that set the bar in media return on investment. Regularly reviewed outside costs and identify opportunities to maximize marketing budget allocations. Continuously monitored and uncovered local marketing opportunities that align with marketing strategy and objectives.