

Sean Higgins

INTERNATIONAL AWARD WINNING GRAPHIC DESIGNER & MARKETER FOR RESTAURANTS

As a restaurant graphic designer & marketer, I prove experience matters with my in-depth knowledge and education in graphic design. I am a multi-award winning menu designer and certified in social marketing. Lets work together and make your brand stand out in a crowded industry!

CONTACT

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EDUCATION

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

AWARDS / CERTIFICATIONS

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

Muse Creative Awards is an international competition for creative professionals and included over 3,180 submissions from 46 countries.

GOLD AWARD // MENU DESIGN
Davey Awards // October 2018

The Davey Awards is an international creative awards competition and included over 3,000 entries.

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

Global Trend Marketing Awards is an international competition for creative professionals and included over 1,100 entries from 28 countries.

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

Muse Creative Awards is an international competition for creative professionals and included over 1,350 entries from 37 countries.

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

Muse Creative Awards is an international competition for creative professionals and included over 1,200 entries from 33 countries.

SOCIAL MEDIA MARKETING CERTIFICATION
Hootsuite Academy // January 2017

SKILLS

Graphic Design + Branding & Identity + Menu Engineering
Typography + Adobe CC + Social Media Marketing
Motion Graphics Print & Digital Media Knowledge
Layout Design + Packaging Design + New Store Marketing
Retail Marketing + Event Marketing + Microsoft Office
Public Speaking + Local Store Marketing + Illustration
Creative Direction + Web Design + Facebook ads
Food & Beverage Photography + Leadership

PROFESSIONAL EXPERIENCE

GRAPHIC DESIGNER
Legendary Q Brands
2017 - Present
Tulsa, OK

Legendary Q Brands is the corporate office of Billy Sims BBQ, Billy Sims Foundation, TACÓCUE, and 35fit.

- + Perform graphic design for Billy Sims BBQ, Billy Sims Foundation, TACÓCUE, & 35fit
- + Manage all social media channels with fresh content and a 100% response rate
- + Create and measure Facebook ads
- + Design custom graphics for multiple franchisees in various regional markets
- + Design and manage billysimsbbq.com with fresh content
- + Redesign and update store menus (drive-thru, menu board, website, & to-go), resulting in multiple international design awards
- + Photograph menu items and direct staff at photo shoots for limited time offer campaigns
- + Position and style food items strategically with props for photo shoots
- + Brainstorm and strategize with marketing director to create quarterly marketing campaigns
- + Create and monitor store specific information through online presence including Yelp, Trip Advisor, Google Business, etc.
- + Monitor and evaluate online ordering to create timely and effective advertising strategies
- + Ensure artwork is delivered to more than 50 locations through fulfillment vendor
- + Set up grand openings and interact with guests
- + Participate in community events on behalf of Legendary Q Brands

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GRAPHIC DESIGNER / MARKETING DIRECTOR

Hutch's Convenience Stores

2014 - 2017

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.

- + Create overall branding for Coney Island and Hutch's Market
- + Create and measure effective campaigns to push store products and rewards program
- + Manage social media pages and Facebook ads for multiple brands
- + Design and manage digital menu boards at multiple locations with new content and price changes
- + Design point-of-purchase signage to grab people's attention
- + Photograph new food/drink items and present them in an appetizing manner on signage
- + Manage company marketing guide with brand guidelines and signage placement
- + Inventory and switch out seasonal signage to keep customer's interest
- + Design and manage ConeyIslandOK.com
- + Collaborate with other companies to support the community

FREELANCER

Sean Higgins Creative

2015 - Present

Tulsa, OK

- + Bar & restaurant graphic design & marketing

Additional experience available upon request

COMMUNITY 🖐

DIRECTOR OF GRAPHEX (ANNUAL DESIGN COMPETITION) & SOCIAL MEDIA

Art Directors Club of Tulsa

2017 - Present

DIRECTOR OF GRAPHEX

- + I 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

- + I directed a team of creatives and oversaw social media calendar and posts including Facebook Ads, Facebook Events, Twitter, and Instagram

MENTOR

Big Brothers Big Sisters of Oklahoma

2017 - Present

COMMUNITY VOLUNTEER

Kiwanis

2016 - 2017

BRAND EXPERIENCE 🍴

I have designed and marketed for the following restaurants

