

Summary

I recently earned my Bachelor of Arts in Journalism & Mass Communications from the University of South Carolina, where I focused on visual communications and business administration. I am a trained graphic designer, photographer, videographer, and copywriter. My formal education has taught me how to execute projects to attract an audience and peak interest strategically. Working part-time in the service industry while earning my degree taught me excellent interpersonal and time management skills.

Experience

Promotions Assistant

St. Patrick's Center - Wilmington, DE

October 2024 to Present

- Collaborated with the executive director to produce deliverables for the organization
- Created a visually appealing and comprehensive impact report for the annual donors' Thanksgiving brunch
- Implemented consistent branding guidelines across all marketing collateral to maintain a cohesive visual identity

Marketing & Promotions

The Levy Group - Greenville, DE

June 2024 to Present

- Created visually appealing and engaging designs for various marketing materials, including brochures, flyers, and social media graphics
- Executed design projects from concept to completion, ensuring adherence to brand guidelines and project deadlines
- Presented design concepts to clients clearly and professionally, incorporating their feedback into final deliverables

Graphic Design Lead

Kappa Kappa Gamma Fraternity - Columbia, SC

August 2022 to December 2023

- Managed multiple projects simultaneously while maintaining attention to detail and meeting project milestones
- Designed three graphics a month for the organization's social media using Adobe Illustrator, Indesign, Canva, and Photoshop
- Led a team of four, providing guidance and support to ensure successful completion of projects

Server

Market on Main - Columbia, SC

January 2022 to April 2024

- Provided guests with top-quality service during peak hours that serviced 500+ guests during a shift
- Memorized rotating menu items and daily specials to give customized recommendations to guests
- Collaborated with the manager to accommodate guests in response to unforeseen circumstances to guarantee customer satisfaction

Designer

Just Bounce It - Boston, MA

June 2023 to June 2023

- Collaborated with a local author to design the book cover for their novel, "Just Bounce It".
- Drafted multiple versions before finalizing for print.
- Utilized industry-standard design tools such as Adobe Creative Suite (Photoshop, Illustrator) to create high-quality graphics
- Conducted thorough research on current design trends and best practices to stay updated with the latest techniques

Education

BA in Journalism and Mass Communications

University of South Carolina - Columbia, SC

August 2020 to May 2024

Study abroad in International Communications

Universidad Autonoma de Barcelona - Barcelona, Spain

January 2023 to April 2023

Skills

- Adobe Creative Suite
- Experienced with Microsoft Excel
- Website management and design
- Photography and Videography
- Social media management
- Animation and design in Microsoft PowerPoint
- Collaborates well with others
- Strong written and oral communication skills