

CREATIVE AD SPARTAN

Education

MICHIGAN STATE UNIVERSITY, East Lansing, MI Dec. 2024
Bachelor of Arts, Creative Advertising
Minor, Graphic Design

Experience

GUD MARKETING, Lansing, MI April 2023-Present
DESIGN INTERN

- Develop print and digital content for three clients
- Rebrand office's non-profit division including logo, promo pieces and web design
- Edit client commercials using Final Cut Pro to be used for local television promotions
- Volunteer five hours per week in pro bono design work for local non-profits

MSU REHS, East Lansing, MI Aug. 2022-May 2023
CREATIVE STRATEGY TEAM LEAD

- Managed creative team of three to assure projects were completed on time
- Created Advertising Campaign Collateral for MSU Live on Campaign, including billboards, bulk mail, digital, and print pieces
- Created content for Instagram, Facebook and TikTok to increase student engagement
- Worked with MSU Communications to develop updated logos and website

CAREER CENTER, East Lansing, MI Aug. 2020-July 2022
BRAND AND SOCIAL MEDIA INTERN

- Integrated visual flyers and photos for incoming jobs and internships
- Introduced weekly internship flyer with circulation of 150
- Rebranded office's logo and all corresponding materials
- Managed three social media channels reaching close to 3,000 students
- Created email template for weekly student campaign
- Created marketing materials for 2 annual career fairs, including event logos, posters, programs, vinyl decals, social media content, and email headers

Contact

555 Mac Avenue
East Lansing, MI
48824

createspart@msu.edu

createspartan@wix.com
517-555-5555



@createspart1



@imaspartan

Skills

Adobe Photoshop
Adobe InDesign
Aftereffects
Adobe Illustrator
Final Cut Pro
Drupal
Hootsuite
Robly

Honors

ADDY AWARDS 2022
Gold (2), Silver (1)

MSU MINDS WIDE OPEN 2021
Gold Medal Winner

MSU ADV|PR 2021
Chowles Award