

# FIRST LAST

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## EDUCATION

**UNIVERSITY OF CONNECTICUT** | STORRS, CT  
*BACHELOR OF FINE ARTS, DIGITAL MEDIA & DESIGN*

**MAY  
20XX**

Concentration: Business Strategies for Digital Media  
Overall GPA: 3.6/4.0

## COURSEWORK

- ◆ GRAPHIC DESIGN LAB
- ◆ MOTION GRAPHICS I
- ◆ DIGITAL MARKETING ANALYTICS
- ◆ ADVANCED WEB DESIGN & DEVELOPMENT
- ◆ SOCIAL MEDIA BUSINESS APPLICATIONS
- ◆ VISUAL COMMUNICATIONS
- ◆ CONSUMER BEHAVIOR

## WORK EXPERIENCE

**UCONN ATHLETICS** | GRAPHIC DESIGN INTERN  
STORRS, CT

**MM/YYYY-  
PRESENT**

- ◆ Design a series of graphic advertising promotions for men's hockey, women's hockey, and women's volleyball teams using Adobe Illustrator and InDesign
- ◆ Build the brand identity for UConn Athletic Program on and off campus, with consistent messaging throughout campaign
- ◆ Introduced a marketing theme for the hockey teams that was incorporated for the entire season

**LIVE NATION** | MARKETING INTERN  
WALLINGFORD, CT

**MM/YYYY-  
MM/YYYY**

- ◆ Created an eye-catching layout for a regional newsletter which was easily adapted and used by non-marketing staff at the organization
- ◆ Promoted live entertainment shows for 15 shows in a 12 week period, through digital marketing plans on YouTube and Google AdWords

**BARTECA RESTAURANT GROUP** | SOCIAL MEDIA INTERN  
NORWALK, CT

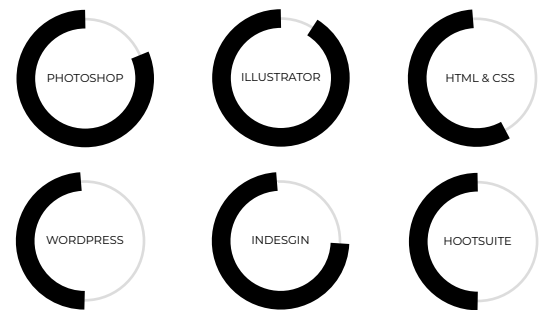
**MM/YYYY-  
MM/YYYY**

- ◆ Photographed, edited, sourced and organized daily specials and promotions using Adobe Photoshop to entice new customers and enhance the dining experience
- ◆ Posted witty and creative tweets on Twitter, which increased followers by 28% in first month

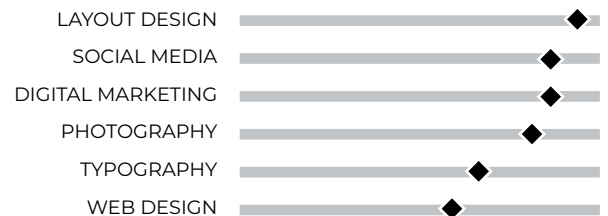
## OBJECTIVE

A graphic design position in the marketing field demonstrating excellent project management, writing, creative and technological skills

## TECHNICAL SKILLS



## MEDIA SKILLS



## CAMPUS INVOLVEMENT

DIGITAL MEDIA CLUB

**MM/YYYY-PRESENT**  
*Social Media Manager*

- ◆ Generate online content for club's Facebook and Instagram accounts
- ◆ Use Hootsuite to manage delivery and perform data analytics