

FIRST LAST

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EDUCATION

UNIVERSITY OF CONNECTICUT | STORRS, CT
BACHELOR OF FINE ARTS, DIGITAL MEDIA & DESIGN
Concentration: Business Strategies for Digital Media
Overall GPA: 3.6/4.0

MAY
20XX

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

- ◆ 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

MM/YYYY-
PRESENT

LIVE NATION | MARKETING INTERN
WALLINGFORD, CT

- ◆ 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

MM/YYYY-
MM/YYYY

BARTECA RESTAURANT GROUP | SOCIAL MEDIA INTERN
NORWALK, CT

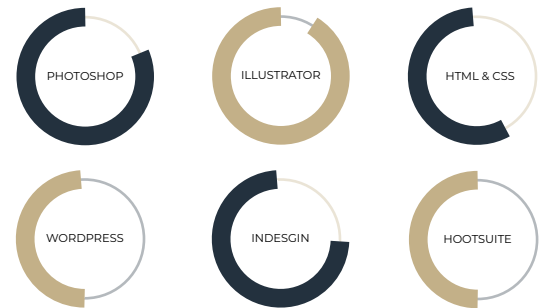
- ◆ Photographed, edited, sourced and organized daily specials and promotions using Adobe Photoshop to entice new customers and enhance the dining experience
- ◆ Posted witty and creative tweets on Twitter, which increased followers by 28% in first month

MM/YYYY-
MM/YYYY

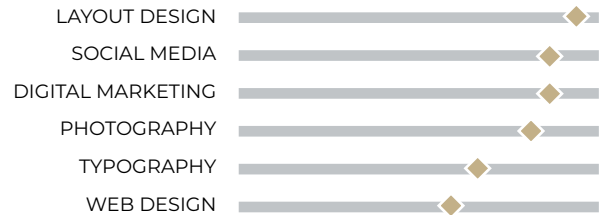
OBJECTIVE

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