

 Greenville, SC  
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 libbybreeze.com

## TECHNICAL SKILLS

- Illustrator
- Photoshop
- InDesign
- Dreamweaver
- Premiere Pro
- Bridge
- Animate
- Acrobat
- Camera Raw
- HTML/CSS
- DSLR Photography
- Social Media
- Microsoft Office Suite

# VISUAL COMMUNICATOR

**Graphic Design | Photography | Videography | Web Design**

Top-performing visual communicator with strong proficiency in graphic design and attention to detail. Multitasking, problem solving, organization and communication skills to manage challenging situations with creative solutions and effectively communicate to the public. Solution-oriented hard worker with strong work ethic, integrity, and passion for creative design and marketing. Positive attitude to take direction and work independently and collaboratively with team.

## EXPERIENCE

### ***The Carolina Agency, Columbia, SC***

*Creative Designer, August 2019 - May 2020*

- Planned and executed social media campaigns from concept to delivery that increased engagement and met clients' specifications for marketing.
- Produced media for projects with a limited budget and generated a profit of \$4000 upon presentation.
- Collaborated with clients and team members via meetings and online communication to consistently meet established brand guidelines and complete objectives.
- Used design principles (typography, color, space) and art direction for advertising print and digital media including flyers, brochures, social media and email layout design.

### ***InterCom Magazine, Columbia, SC***

*Content Creator, August 2019 - December 2019*

- Wrote articles and implemented visual design principles for print production while meeting deadlines.
- Published magazine with viewership of more than 20,000 readers.
- Managed art direction of photography and presentation of the magazine.

### ***PrintTek, Greenville, SC***

*Graphic Design Intern, June 2019 - August 2019*

- Utilized SharpSpring and Adobe for print and web promotions while adhering to brand guidelines.
- Increased brand awareness via well-constructed social media posts across multiple platforms to promote services and products.
- Generated leads and encouraged an increase of social media followers through posts and e-blasts.

### ***Casey's on Rosewood, Columbia, SC***

*Graphic Designer, December 2018 - January 2019*

- Used Adobe software and design principles to adapt and create materials for branding and sales promotions.
- Updated website to improve SEO searchability, customer site navigation, and business development and encouraged an increase in website hits.

## EDUCATION

### ***Bachelor of Arts in Visual Communications***

*Minor in Graphic Design, Cognate in Media Arts; May 2020*  
University of South Carolina; Columbia, SC

Magna Cum Laude graduate | Capstone Scholar | Kappa Tau Alpha  
Recipient of Palmetto Fellows, Watson-Brown, and President and Dean's scholarships

### ***Associate of Arts in Core Curriculum***

*May 2017*  
Greenville Technical College; Greenville, SC  
Graduated with honors | Phi Theta Kappa