CREATIVE ADVERTISING SPARTAN

ad.spartan@gmail.com 517.123.4567 adspartan.com

**EDUCATION**

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**MICHIGAN STATE UNIVERSITY** May 2025

Bachelor of Arts, Advertising

DEAN’S LIST Fall 2022 - Present

**STUDY ABROAD** Summer 2023

Mass Media in the U.K.

**EXPERIENCE**

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**DESIGN INTERN** GUD MARKETING Sept 2022 - Present

LANSING, MICH.

* Developed print and digital content for three different clients
* Rebranded office’s non-profit division including logo, promo pieces and web
* Edited client commercials using Final Cut Pro
* Volunteered five hours per week in pro bono work for local non-profits

**CHIEF DESIGNER** MSU AAF CEDAR BANKS Aug 2022 - Present

EAST LANSING, MICH.

* Managed creative team of three to assure projects were completed on time
* Reviewed all content before taken to print or live online
* Developed creative plan for the client, Mary Kay, that reflected research data from focus groups

**BRAND AND SOCIAL MEDIA INTERN** COMARTSCI CAREER CENTER Aug 2021 - May 2022

EAST LANSING, MICH.

* Integrated visual flyers and photos for incoming jobs and internships
* Introduced monthly internship flyers
* Rebranded office’s logo and all corresponding materials
* Managed three social media channels reaching close to 3,000 students
* Planned and executed three professional seminars for students with a combined attendance over 200

**ACHIEVEMENTS**

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**WINNER OF TWO GOLD, ONE SILVER, AND THREE BRONZE** Addy Awards (AAF) Spring 2023

**SELECTED PARTICIPANT** One Show China Youth Creative Festival Competition Nov 2022

**GOLD TEAM WINNER** Minds (Wide) Open International Competition Sept 2022

**SKILLS**

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**CONTENT EDITING:** Microsoft Office Suite (Word, Excel, PowerPoint, Access, Outlook), WordPress

**GRAPHIC DESIGN:** Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Dream weaver, Premier Pro

**SOCIAL MEDIA:** Facebook, Twitter, Instagram, Snapchat, Pinterest, Google+