**CREATIVE**

**AD SPARTAN**

**Education**

MICHIGAN STATE UNIVERSITY, East Lansing, MI Dec. 2024

Bachelor of Arts, Creative Advertising

Minor, Graphic Design

**Experience**

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| GUD MARKETING, Lansing, MI  |  April 2023-Present  |  | JAN 2022 - 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 probono 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**

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East Lansing, MI 48824

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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

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| **DESIGN INTERN** GUD MARKETING |  |  |  |
| LANSING, MICH. |  |  |  |  |  |  |  |

**—** Develop print and digital content for three different clients

**—** Rebra 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

**—** Volunteer five hours per week in probono work for local non-profits