

Ida B. Wells

Graphic Designer



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PERSONAL STATEMENT

Dedicated and ambitious graduate student with a positive attitude and unique aesthetic seeking a position that will expand current knowledge and experience in graphic design and marketing. Able to adapt to any work environment due to strong work ethic, motivation to learn new things, and experience collaborating in teams.

EXPERIENCE

The University of Baltimore, Baltimore, MD 05/2017-present

Career and Internship Center 01/2018-Present

Graduate Assistant, Marketing and Graphic Design

Implement marketing strategies to boost student engagement and gain awareness of the Career Center as a tool. Promote events by creating marketing campaigns, flyers, handbills, and digital signage. Update website and social media, and design promotional products. Responsible for taking professional headshots of students and staff. Must contact outside source for printing.

Accomplishments:

- Completed marketing materials for every student event of the spring semester in two months
- Created permanent logo for new event: Career Closet Pop-up Shop
- Organized marketing campaign for the Career Closet by taking photos of handpicked staged outfits and making social media posts for two weeks
- Rebranded the Career Center in 1.5 months to align with the new University's brand

Student Events Executive Board 05/2017-05/2018

Marketing Coordinator

Created marketing plans for the Student Events Board to create a stronger presence on campus and gain more volunteers and participants for all events. Promoted all events on social media and created flyers, handbills, digital signage, and designed promotional products. Collaborated with other members of the group on projects.

Accomplishments:

- Gained 100 new student followers of Instagram within 2 months
- Reached over 300 Facebook users on posts
- Increased each event attendance by 50+ attendees from the previous year
- Managed Instagram, Facebook, and Twitter on a daily basis

RELEVANT COURSES

- Creative Concepts
- Web Development 1 & 2
- Typography 1
- Computer Graphics: Publishing
- Digital Design
- Digital Video

EDUCATION

University of Baltimore in progress
Baltimore, MD

Masters of Art, Integrated Design (Accelerated Program)

University of Baltimore 05/2018
Baltimore, MD

Bachelors of Art, Digital Communications

Focus: Media Design and Production
GPA: 3.95 (Summa cum Laude)

EXPERTISE

- Logo Design
- Marketing Strategies
- Layout Design
- Poster/flyer Design

SKILLS

- Web Design
- WordPress
- Adobe Creative Suite
- Adobe Premier Pro
- Photography
- Videography
- Creative Direction
- After Effects
- Social Media