

# Nya Skipper

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## DIGITAL ARTIST AND MARKETER

Creative marketing professional and digital strategist with expertise in graphic design, content creation, web development, and social media management. Skilled in crafting compelling brand narratives, leading creative direction, and producing high-impact digital campaigns that drive engagement. Adept at optimizing web platforms, enhancing user experiences, and integrating technology to elevate learning and promotional initiatives.

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SKILLS	CERTIFICATIONS	EDUCATION
<ul style="list-style-type: none"><li>• Graphic Design &amp; Video Editing</li><li>• Social Media Management</li><li>• Web Development</li><li>• Videography</li><li>• Event Planning</li><li>• Contract Writing</li></ul>	<p>HubSpot Inbound Marketing Certified</p> <p>HubSpot Social Media Marketing Certified</p> <p>Google Analytics &amp; Ads Certified</p>	<p><b>Arizona State University</b> <i>Master of Science in Digital Marketing</i>   December 2025</p> <p><b>Louisiana State University</b> <i>Bachelor of Fine Arts in Studio Art</i>   May 2024</p>

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## PROFESSIONAL EXPERIENCE

### **The Hatfield Law Office, LLC | December 2025 - Present**

#### *Web Developer | Freelance*

- Design and develop a custom website with intuitive page layouts, typographic hierarchies, and color systems grounded in principles of balance, rhythm, contrast, and visual harmony
- Maintain SEO-conscious design standards that reinforce long-term digital presence and sustainable brand growth

### **H. Michael Aaron, Attorney at Law | December 2025 - Present**

#### *Web Developer | Freelance*

- Design and develop a custom website with intuitive page layouts, typographic hierarchies, and color systems grounded in principles of balance, rhythm, contrast, and visual harmony
- Maintain SEO-conscious design standards that reinforce long-term digital presence and sustainable brand growth

**I CARE – East Baton Rouge Parish School Systems | September 2025 - Present**

***Content Creator & Social Media Manager | Contractual***

- Plan, produce, and publish digital content that promotes youth prevention education and community resources across ICARE's social platforms.
- Manage social content calendars, monitor platform analytics, and adjust campaign strategies to increase visibility, engagement, and audience retention.

**Big Dreams Drama Program | July 2023 - Present**

***Web Developer, Graphic Designer, and Content Creator | Contractual***

- Design all production-related visual materials, including show posters, cast announcements, program booklets, merchandise graphics, and seasonal marketing campaigns.
- Design and maintain the theatre's website and SEO optimization
- Produce video and photo content spotlighting performances, promoting productions, and driving audience engagement across social media platforms.

**The Sanford Group – Allstate Insurance | August 2024 - Present**

***Content Creator & Social Media Manager | Contractual***

- Created and managed social media presence from the ground up, including platforms like Facebook, Instagram, to increase engagement and reach.
- Design visually compelling graphics, videos, and marketing materials to promote home, auto, business, and life insurance products.
- Develop and implement SEO-driven content strategies to boost visibility and attract potential clients.

**LA Association of Substance Abuse Counselors and Trainers | July 2021 - Present**

***School Director, Web Developer, and Marketing Manager | Full Time***

- Leading LASACT's brand identity through graphic design and multimedia content creation

- Designing, developing, and maintaining the LASACT website to ensure an SEO optimized, user-friendly, and visually engaging interface.
- Develop and implement a comprehensive digital marketing strategy supporting year-round organizational initiatives
- Execute bespoke advertising packages for the annual conference sponsors and exhibitors
- Lead stylistic execution of program materials such as brochures, floor decals, stage backdrops, and branded merchandise for the annual conference

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## **INTERNSHIPS**

### **NASA - National Aeronautics and Space Administration | May 2023 – July 2023**

- Worked alongside other LSU undergrads and grad students to digital twin the NASA Michoud Assembly Facility

### **Love Acting: Film Acting School | August 2021 - May 2022**

- Worked on projects involving video editing, film taping and auditions, graphic design, social media management, web development, and event assistance.