

Graphic designer with a focus on strategy and design, I create work that drives engagement and connects with targeted audiences. My expertise in specialized, custom marketing initiatives allows me to collaborate effectively with cross-functional teams and deliver excellence.

## WORK EXPERIENCE

**GRAPHIC DESIGN INTERN** – PLNU ATHLETICS, SAN DIEGO  
August 2024 – May 2025

- Streamlined design process by developing reusable templates, reducing turnaround time for new materials
- Designed promotional materials that were displayed at live games and campus-wide, reaching an audience of over 4,000 students, alumni, and fans

**DIGITAL MARKETING COORDINATOR** – HER ARTISTRY STUDIO, SANTA CLARITA  
March 2023 – August 2023

- Managed daily content posting, engagement, and performance tracking
- Increased Instagram followers by 393% and non-follower engagement by 147%

**FREELANCE GRAPHIC DESIGNER**  
August 2020 – Present

- Collaborated with small businesses, student organizations, and individuals to create custom logos, branding assets, and promotional materials; maintained strong client relationships through clear communication and on-time project delivery.
- Earned a UCDA Honorable Mention for the 2025 PLNU Viewbook, ranking in the top 30% of submissions.

## EDUCATION QUALIFICATION

**POINT LOMA NAZARENE UNIVERSITY - B.A. GRAPHIC DESIGN  
INTERACTIVE WEB CONCENTRATION** August 2021 – May 2025

- Point Loma Nazarene University San Diego, CA  
Major GPA:4.0, Graduated Cum Laude, Dean's List, PLNU Merit's Scholarship

## SKILLS

Adobe Creative Suite  
Figma  
Shopify  
Brand Identity  
Web Design  
Word Press  
Webflow  
Social Media Marketing  
Print Design

## STRENGTHS

Public Relations  
Innovation  
Leadership  
Proactive  
Storytelling

## REFERENCES

**TIM HEIDUK**  
Director of Communications,  
PLNU  
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**COURTNEY MAYER**  
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