



contact.txt

- + Charlene Hall (She/Her)  
\* My friends call me MaKenzie \* :)
- + 352 -\*\*\*.\*\*\*\*  
char\*\*\*\*\*hall@gmail.com
- + sovdesigns.com
- + linkedin.com/charlenebmhall

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hire makenzie? - +

yes | no

education.txt

Bachelor of Fine Arts in Graphic Arts  
Concentration: Graphic Design  
Minor: Leadership Studies  
August 2017 - May 2021

skill\_set.txt

Adobe Creative Cloud  
Canva  
Google Workplace  
Microsoft Office Suite  
Jira  
Monday  
Sendible  
Wordpress  
Wix  
Mailchimp  
Constant Contact

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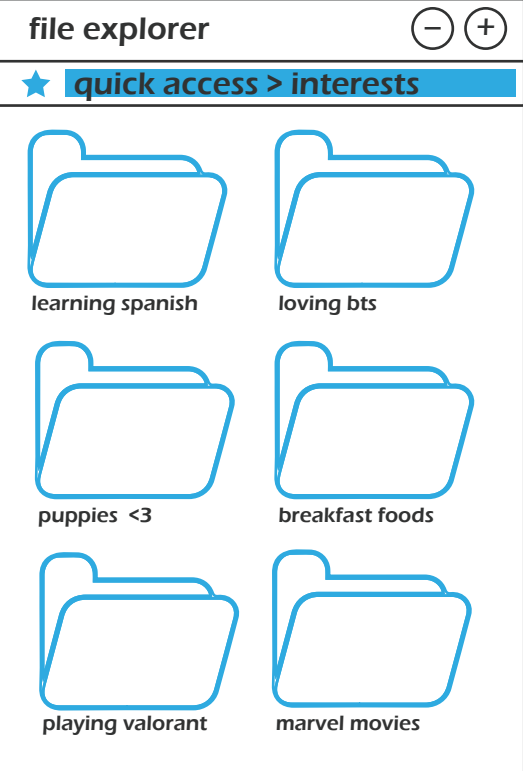
Social Media Management  
Social Media Design  
Branding & Identity Design  
Content Development  
Email Design  
Layout Design  
Website Design  
Copywriting

experience.pdf

**Social Media Strategist**  
Layla Nielsen & Company  
January 2021-Present

- + Research, design, edit, and schedule daily social media posts and videos across 10+ social platforms; Each with an average increase of 45% in engagement and 20% increase in followers.
- + Create distinct brand guidelines and project management routines for 3-6 industry diverse clientele.
- + Design and lead a \$10,000 email and social media campaign that resulted in reaching \$5,000,000+ fundraising goal.
- + Design websites in Wordpress to increase functionality and hierarchy for target audience. Maintain website content, events, and troubleshoot problems for clients.
- + Conduct bi-weekly niche-specific trends and hashtags research across various socialplatforms.
- + Writing monthly blogs focusing on social media, marketing, diversity, and women empowerment to center corporate clients as experts in their field.

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**Social Media Designer**  
University of South Florida  
January 2021- May 2021

- + Researched and designed diverse and educational content to promote university values, events, and information.
- + Revised brand guidelines to attract target audience; 12% increase in followers and 37% increase in engagement.
- + Created artwork for print and online advertising; Designed flyers, marketing materials, and university collateral.

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**Graphic Design Intern**  
Hello Creative Co.  
December 2020 - March 2021

- + Researched, wrote, and published 4 eco-design articles.
- + Reformatted written articles into contemporary, marketable, and inclusive layouts and mediums, such as video articles.
- + Created cross-platform promotional videos to emphasize small business values, products, and services.
- + Maintained aesthetic consistency and efficiency of website organization and structure.