

contact

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www.curiouslylem.com

skills

Graphic Design
Copywriting
Photography
Videography
Media Relations
Adobe Creative Cloud
Social Media Strategy
Wordpress

certified

Hootsuite Platform
HubSpot Social Media
Visualization and Design
Google Analytics Individual Quali
Google Ads Display Certification
Google Ads Search Certification
Muck Rack Fundamentals of Media
Relations

courses

Advanced advertising creativity
Advertising creativity
Digital media
Media strategy

fun facts

- Proud dog mom to 2 weenies
- Collector of plants and local goods
- Worked with Snapple
- Self-proclaimed coffee-holic
- Dog photographer (no, really)

experience

Art Direction Intern

VCU Camp ADventure | 2021-present

- Work as an Art Director with the winning team to create a complete campaign for a global nonprofit.
- Use working knowledge of color theory and artistic principles to create graphic and video content using Adobe Illustrator, Photoshop, and Premiere Pro

Junior Graphic Designer

Evolve & Co | 2021-present

- Design graphics and create videos for local clients' social media
- Work with Creative Director and CEO to design digital assets
- Creat branding packages, blog posts, print postcards, and visual content for social calendars

Content Creation Intern

Ark Naturals | 2019-2021

- Assisted in transitioning social media content creation in-house through lifestyle photography, graphic design, and content calendar planning
- Concepted and researched current trends with Digital Marketing Manager to create content across digital platforms
- Produced, directed, and edited photography and graphics for e-commerce including Amazon, Chewy, PetSmart, and more using Adobe Illustrator, Photoshop, and Lightroom
- Introduced new products and packaging to markets through social media content; increased engagement by 50% upon launches
- Created short videos and animations for social media

education

University of South Florida | 3.96 GPA

B.S. of Advertising and Public Relations | 2018-2021 Dean's List

awards

- 2021 1st Place Winner VCU Camp ADventure
- 2021 Inductee of Kappa Tau Alpha
- 2021 1st Place Winner Ad 2 Tampa Bay Ad Sprint
- 2020 Recipient of the Deanne Dewey Roberts Scholarship
- 2019 Recipient of the Nelson E. Irving Endowed Scholarship in Photography