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MACKENZIE LYNCH

CREATIVE DESIGNER

PROFESSIONAL SUMMARY

Self-motivated Digital Designer seeking a role that leverages my project management and marketing experience, and would offer me the opportunity to take on challenging work that I can continue to grow with. Clear communicator and collaborative team player with an eye for detail and skill in customer relations. Ability to handle multiple projects simultaneously with a high degree of accuracy.

SKILLS

- Social Media Management
- Content Development
- Internal and External Communications
- Web Development
- Video Content Production
- Project Management
- Brand Development and Marketing
- Adobe Creative Cloud
- Graphic Design

WORK HISTORY

Associate Creative Director | RE/MAX FIRST
Jeffersonville, IN

08/2022-Current

- Development and management of multiple social media channels including LinkedIn, Instagram, Facebook, etc.
- Designing print marketing materials for agents.
- Web design and digital illustration for social media.
- Branding, strategy planning, and marketing materials within the company.
- Agent specific projects including ad campaigns, social media posts, and more.
- Social/Event Committee Lead, Managing Events & Brand Partners

Owner, Freelance Designer | TUPELO STUDIOS
Louisville, KY

03/2018-Current

- Brand design, web design, and social media consultant for startups.
- Commissioned videography and editing
- Commissioned illustrations and digital art/graphic design.

EDUCATION

Savannah College of Art and Design | 2018-2021
BA Advertising and Branding, Concentrating in Art Direction and Graphic Design