

EMILY MCKENNA

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<https://emilymckenna.work>

OBJECTIVE

To continue to grow my skills in the graphic design field with a strong focus on website and UI design.

EDUCATION

BACHELOR'S OF SCIENCE, MARKETING

THE COLLEGE OF NEW JERSEY | 2013 - 2017

- Minor in Graphic Design
- Dean's List: Fall 2015 - Spring 2017
- GPA: 3.45 / 4

EXPERIENCE

Owner and Designer

SIMPLICITY DESIGN AND MARKETING | OWINGS MILLS, MD | OCT 2017 - PRESENT

- Design and build custom dynamic websites for clients using Wordpress, Elementor Pro, JetEngine, HTML, and CSS
- Design print materials such as brochures, business cards, flyers, etc.
- Setup automated email campaigns using MailChimp and Zapier
- Create social media post content such as videos and graphics
- Provide email and hosting support through cPanel
- Manage billing and communicate with clients around the country

Intern

SPLENDOR DESIGN GROUP | RED BANK, NJ | MAY 2016 - AUG 2016, JAN 2017

- Created social media posts for the company
- Updated Wordpress sites; proofread and uploaded blog posts, created consumer content, etc.
- Attended meeting with clients
- Provided insight on marketing and design
- Updated print materials

SKILLS

- Adobe Photoshop, Illustrator, InDesign, Acrobat and XD
- Figma and Canva
- Microsoft Office (Word, Excel, Powerpoint)
- Apple Keynote, Pages, Numbers, and iMovie
- Google Docs, Slides, Sheets, and Drive
- Facebook Business Manager
- Wordpress, HTML, CSS, Elementor Pro, JetEngine, cPanel
- Google Analytics and Search Console
- MailChimp and Constant Contact
- Zapier
- Canon cameras
- Yelp Business Manager
- Asana
- Freshbooks