

KARLYN CRUM

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EDUCATION

Virginia Commonwealth University

Creative Advertising Concentration

Aug. 2018 - Dec. 2020

Virginia Tech

Visual Communication Design Concentration

Aug. 2016 - May. 2018

WORK EXPERIENCE

Graphic Designer at Brandito

April 2025 – Present

Design branded merchandise, marketing collateral, packaging, and promotional materials

Collaborate with internal teams and clients to deliver high-quality visuals under tight timelines

Maintain brand consistency while developing creative concepts tailored to each client

Freelance Graphic Designer and Video Editor

Jul 2018 - Present

Develop brand identities, logos, websites, packaging design and promotional materials for small businesses, startups, and agencies

Provide full-service creative direction - from concept development to final production

Create custom illustrations, product photography, and marketing visuals that drive engagement

Manage video projects from concept to completion, including filming, editing, and post-production

Schedule creative and production timelines with clients to ensure efficient project execution

Coordinate with printers, vendors, and manufacturers to ensure high-quality production

Graphic Designer and Social Media Manager at Big Spoon Co.

May 2020 – Oct 2021

Designed content for client accounts on social platforms

Developed and implemented social media strategies to enhance brand visibility, engagement, and audience growth across multiple platforms

Managed social media channels to foster community engagement, respond to inquiries, address feedback and maintain brand voice

SKILLS

Creative: Art Direction, Branding, Typography, Photography, Illustration, Copywriting

Digital: Social Media Strategy, Video Editing, Content Creation, Web Design

Tools: Adobe Creative Suite, Meta Business Suite, Google Slides, Keynote, PowerPoint

Soft Skills: Project Management, Team Collaboration, Client Relations, Vendor Coordination

Brand Content Manager Intern at C.Miller Boutique

May 2020 – July 2020

Developed the brand's identity by designing graphics, writing blog posts and creating content for social media

Styled models, directed the creative vision for photo-shoots, photographed the products and edited images for the website

Led web development, managed product listings, wrote product descriptions, and organized online inventory

Office Assistant & Design Intern at Tiramisu for Breakfast Advertising Agency

Jan 2019 – May 2019

Designed social and print graphics, coordinated events and meetings, and managed web content

Assisted with projects for clients including McDonald's, SPCA, and Patient First

Design Intern at Cave Pictures Publishing

May 2018 – Aug 2018

Created promotional materials for comics and books

Strengthened the publishing company's brand identity by creating a logo, social media banners, and consistent visual content