

# 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

## SKILLS

- Art Direction
- Social Media Marketing
- Graphic Design
- Basic Coding
- Photography
- Illustration
- Content Strategy
- Client Relations
- Video Editing
- Copywriting

## WORK EXPERIENCE

### Freelance Graphic Designer and Video Editor

Jul 2018 - present

Multidisciplinary designer specializing in brand identity, social media content creation and marketing campaigns.

Create logos, brand guidelines, social media content, print media, website design, product and portrait photography, promotional videos, illustration, merchandise design and packaging design.

Create compelling social media content, campaign stories and marketing visuals, strategically tailored to each client's industry to drive engagement and strengthen brand awareness.

Curate imagery, casting, and mood boards for clients with new or evolving brands.

Collaborate with copywriters, developers, and marketing teams to align visual content with brand messaging.

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.

Manage multiple projects simultaneously, balancing creativity with deadlines and client expectations.

### Social Media Manager at Big Spoon Co.

Aug 2020 - Oct 2021

Created visual and written content that align with brand identity, ensuring a cohesive online presence.

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.

Utilized social media management tools (Hootsuite, Meta Business Suite).

### Design and Social Media Marketing Intern

at Big Spoon Co.

May. 2020 - Jul. 2020

Designed logos, brand guidelines, social media content, print media and edited promotional videos.

Managed multiple client social media accounts - creating graphics, writing captions and scheduling content.

### Brand Content Manager Intern

at C.Miller Boutique and Styling

Dec. 2019 - May 2020

Designed all promotional materials and developed the brand's visual identity. Created graphics, captions and scheduled content for social media posts.

Styled models and directed creative vision for photoshoots. Photographed and edited product images to enhance visual appeal and drive sales.

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

### Office Assistant and Design Intern

at Tiramisu for Breakfast Advertising Agency

Jan. 2019 - May 2019

Designed digital and print marketing materials for clients.

Assisted in managing social media accounts and updating website content - collaborating with major clients such as McDonald's, Patient First, and SPCA.

Assisted in the preparation of event planning, client meetings and presentations.

### Design Intern at Cave Pictures Publishing

May 2018 - Aug. 2018

Designed promotional materials for upcoming books, comics, and featured artists to increase visibility and engagement.

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