

KATRINA SCOTT

GRAPHIC AND SOCIAL MEDIA DESIGNER

EXPERIENCE

GRAPHIC DESIGN AND SOCIAL MEDIA ASSISTANT

Taylor Beach Design - Nashville, TN

2022 - present

- Assists with the design process from concept to production
- Creation and revision of product and design mockups
- Plans and creates social media content including Instagram Reels, videos and motion graphics
- Writes engaging copy for social media posts, incorporating keywords to increase click-through
- Automates messaging and newsletters through Shopify and Mailchimp, using website pop-ups to boost interaction

EDITOR-IN-CHIEF AND CREATIVE DIRECTOR

MTSU Collage Magazine Staff - Murfreesboro, TN

2017-2021

- Oversaw production, design, layout, typesetting, and printing of 32-page award-winning magazine
- Reviewed visual and literary art submitted to select best works
- Coordinated and supported staff of 40+, including facilitating in-person and virtual meetings with cross-functional teams

GRAPHIC DESIGNER

Accentuate, LLC - Knoxville, TN

2019-2022

- Translated client's strategic goals into creative visual solutions, including web design and social media graphics
 - Redesigned client color palette, font kit, and content design
 - Produced consistent designs for presentations, workbooks, flyers, infographics, and ads
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EDUCATION

B.A. VISUAL ART, B.S. FRENCH LANGUAGE

MIDDLE TENNESSEE STATE UNIVERSITY

Summa Cum Laude, Buchanan Fellow (Highest Academic Honors)

2017-2021

CONTACT

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KatrinaScott.me

SUMMARY

Highly organized and personable graphic content designer with 5+ years experience in design and creative problem solving. Seeking to grow my strong technical skills in a new creative role.

SKILLS

- Visual art and design
- Page layout and typography
- Social media copywriting
- Professional proofreading
- TikTok, Instagram, and Facebook content creation
- Kajabi and Mailchimp email marketing
- Adobe Suite
- Microsoft Office