

MICHELLE HEFFNER

digital marketing
michelleaheffner.com

SUMMARY

Passionate and driven digital designer with a history in lucrative marketing methods through brand awareness, customer engagement and online traffic to social mediums. Highly detail-oriented in creating multimedia-promoting campaigns that are both innovative and effective with target audiences. Experienced in promoting products, names, services, brands, and events using creative approaches to community management.

EXPERIENCE

- Freelance Designer**
michelleaheffner.com
September 2016 - present
 - Plan, design and execute digital artwork in graphic and web form for the purpose of **brand communication or the conveyance of a visual message.**
 - Design and develop logos, flyers, ads, web pages and portfolios that effectively represent a client-companies, organizations, or private agencies.
 - Communicate with clients during the relationship to ensure demands are met.
- Graphic Designer / Social Media Coordinator**
The Dental Spa
July 2016-Present
 - Manage the business' brand and reputation whilst seeding content into social applications.
 - Develop coherent **social media campaigns** with results in a **142% inflation** of patient interaction.
 - Illustrate and distribute promotional service ads that successfully **pull new clientele.**
- Graphic Designer**
Campus Cookies LLC
February 2015 - April 2016
 - Produced and updated both digital and printable graphics that **boosted brand recognition** and **guided product placement** through a flourishing chain store.
 - Monitored company's social media interactions through **Hootsuite** whilst advocating promotions that **ensured customer care and interest.**
- Interactive Promotions Coordinator**
James Madison University Program Board
September 2011- May 2015
 - Programmed **four large-scale concerts** a year that yielded audiences up to **10,000.**
 - Increased ticket sales via campus awareness through multimedia productions and **interactive marketing campaigns.**
 - Strategized, executed, & staffed all interactive marketing and promotional events.
- "The Boxer Show" Intern**
iHeart Media
May 2013-August 2013
 - Increased webpage clicks by 200%** through post consistency and article concepts with viral potential.
 - Contributed daily music and news content for talk segments that kept listeners tuned in.
 - Achieved a **strong social media presence** with posts that enhanced show bits.

EDUCATION

James Madison University
Harrisonburg, VA | London, UK
B.S. School of Media Arts & Design
Converged Media | Music Industry
August 2015

PROGRAMS

Social Media: Facebook, Instagram, Twitter, LinkedIn, Youtube, Snapchat, Vimeo, Pinterest, Tumblr, Periscope
Adobe CS: InDesign, Photoshop, Illustrator, Dreamweaver
Web: HTML, CSS, Wordpress, Squarespace
Video: Final Cut Pro, iMovie, Premiere Pro
Microsoft: Word, Powerpoint, Excel
Macintosh software: macOS

SKILLS

Brand Identity, Awareness and Advocacy
Social Media Coordinating
Community Management
Social Media Analytics
Content Management
Strategy Marketing
Customer Service
Digital Marketing
Communication
Graphic Design
Event Planning
Online Trends
Organization
Photography
Videography
Print Design
Infographics
Web Design
Promotions
Production
Team Work
Blogging

CONTACT



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