

BLAKELEY KILGORE



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EDUCATION

Master of Arts in Mass Communication

- Major: Web Design and Online Communication
University of Florida - GPA 3.95
- HTML, CSS, JavaScript
- Integrated Marketing Campaign Execution
- SEO and Google Analytics

Bachelor of Arts in Liberal Arts

- Major: Studio Art
Auburn University - Cum Laude
- Adobe Creative Cloud
- Visual Design
- Creative Problem Solving

ACHIEVEMENTS

- Google Analytics Individual Qualification
 - UF MAMC Student Showcase
 - UF MAMC Alumni Ambassador
- Master's Graduation with Distinction (Applied)

COMMUNITY INVOLVEMENT

- Member of AIGA
- Member of the International Web Association
- Member of the World Organization of Webmasters
- Student Teacher for the Art Changing Lives Art Therapy Program at Jules Collins Smith Museum of Fine Arts

WORK HISTORY

Remote Graphic Designer

Moody River Living

December 2016 - Current

- Create Print ads based on specific dimensions and client supplied artwork for a community magazine
- Maintain correspondence with magazine manager while working in remote locations

Social Media Manager

Island Wing Company

August 2012 - November 2016

- Maintained public outreach through scheduled social media posts and press releases
 - Maintained consistent visual integrated marketing campaign through graphic designs for print and web
- Managed customer relations through social media by answering messages in a timely manner
- Analyzed post performance to determine the most successful content

Web and Graphics Intern

Initial Outfitters

Summer 2016

- Evaluated the company website's SEO status and suggested updates based on best SEO practices
- Redesigned Elements of the WordPress website
- Contributed to the graphic designs for the Fall Catalog

Social Media Intern

Lee County Humane Society

Summer 2016

- Posted to and monitored four active social media accounts
- Maintained social media post schedule based on post type performances
- Utilized Hootsuite to schedule and monitor multiple posts to each social media account daily
- Photographed animals and helped maintain the pet database

WEBDESIGNSKILLS:

HTML5
CSS3 and Sass
CSS Frameworks
JavaScript/JQuery
Chrome Developer Tools
WordPress Templates
Git/Version Control

DESIGNSKILLS:

Adobe Photoshop CC
Adobe Illustrator CC
Adobe InDesign CC
Adobe Dreamweaver CC
Adobe Media Encoder CC
Photography
Final Cut Pro

DIGITALMARKETING:

Google Analytics
UTM Parameter Tracking
Hootsuite
Social Media
Social Analytics
KPI/ROI Analytics