



ALAINA HALSEY

Design | Social Media | Branding

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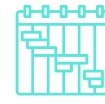
Skills



Graphic Design



Social Media Marketing



Project Management



Brand Design



Email Marketing



UX Design

Education

Ball State University

Aug. 2014 - Dec. 2017

- Bachelor of Arts in Journalism and Telecommunications
- Ball Honors College Graduate

Ball State University Alumni Association

Chicago Chapter

July 2022 - Present

- Social Media Chair

Technical Skills

Photoshop



InDesign



Illustrator



Premier



Adobe XD



Wordpress



Experience

The Loop Marketing

Projects & Creative Manager | July 2022 - Present

- Management of client projects, internal organization, and timelines
- Client brand development, management and logo design
- Website and UX/UI design
- Management of Digital Creative Manager responsibilities

Digital Creative Manager | July 2021 - July 2022

- Management of web development team
- Management of Digital Media Coordinator responsibilities
- Client brand design and development

Digital Media Coordinator | Aug. 2020 - July 2021

- Social media planning, strategy, analytics and content creation
- Email marketing
- Client brand management and digital design

Trek Freight Services LLC

Social Media/Talent Engagement Coordinator | Aug. 2019 - April 2020

- Management of brand, design, social media, and website

The Black Sheep

National Social Media/Influencer Manager | Jan. 2018 - July 2019

- Built The Black Sheep's influencer program from scratch to 300+ microinfluencers and 50+ active campaigns
- Influencer coordination, post scheduling, content management
- Management of social media teams, strategy and account growth