



makenna.kaitlyn20@gmail.com
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Skills

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe Premiere Pro
Adobe Creative Cloud
Figma
Microsoft Office
Working Knowledge of HTML & CSS
Photography
Branding & Social Media

Certifications

Google Analytics 4 Certification *July 2024*
Hootsuite Platform Certification *July 2024*

Awards

Dean's List

University of Florida, Fall 2022 - Present

Florida Bright Futures Scholarship

2022 - 2026

BMW M3 x Florida Gators Wrap Winner

Fall 2024

Interests

White water rafter
Amateur photographer
Self-taught florist

Education

*August 2022
- May 2026*

University of Florida | Gainesville, FL

Bachelor of Fine Arts in Graphic Design

1 of 40 students selected through competitive portfolio review to work in a studio environment experiencing collaboration, growth, and community.

Bachelor of Science in Advertising

Specializing in Advertising Agency.

Experience

*May 2018 -
Present*

Minds in Motion | Lakeland, FL

Manager and Designer

Supervise employees and over 140 children to ensure that the environment was safe, well-maintained, and structured to entertain the kids.

Design promotional materials including flyers, social media posts and merchandise.

*March 2024 -
Present*

The Agency at UF | Gainesville, FL

Graphic Designer

Working on designs to fit a variety of needs for clients, internal marketing, and campaigns.

Collaborating with designers and individuals from other disciplines to create a cohesive product.

*May 2025 -
Present*

Church for the ONE | Lakeland, FL

Graphic Design Intern and Freelancer

Creating graphics for promotional events, merchandise, internal events, social media and presentations.

Leading a website audit to update all the information and graphics for the main website on Wix.

Collaborating with many teams to brainstorm and execute a creative style for a

*January 2025 -
Present*

The Alligator Newspaper | Gainesville

Advertising Sales Representative

Prospect, engage, and develop business relationships with small businesses and companies in my territory

Sell print, digital, and social media advertising packages specific to the client's needs.