

Carly Craft

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www.CarlyCraftDesign.com

PROFILE

Strategic thinker with a background in film, television, and digital media who has a passion for graphic design. Detail-oriented photographer and collaborative editor who is eager to share skills in the workplace as well as make the day-to-day easier for colleagues and management.

EDUCATION

WOODBURY UNIVERSITY, Burbank, CA

Graphic Design, Bachelor of Fine Arts, cum laude, May 2022.

EXPERIENCE

Present

FREELANCE GRAPHIC DESIGNER

- Develops logos for small business clients
- Excels in Photoshop, Lightroom, InDesign, and Illustrator
- Capable of high quality edits

Present

FREELANCE PHOTOGRAPHER

- Promotional and social photography for local and regional music artists
- Recognized for bringing out personality in photography
- Editing using programs such as Lightroom and Photoshop

Mar 2023 - Present

Q SOCIAL MEDIA, Remote

Social Media Manager

- Used Google Calendar to keep track of important dates in order to ensure the success of the company.
- Produced Instagram posts for clients using agency strategy in order to drive public interest as well as honor clients in a professional manner.
- Recognized by the agency for picking up new skills quickly and accurately.

Mar 2023 - Present

THE TANGENT AGENCY, Remote

Freelance Designer

- Worked on tight deadlines to provide exceptional results on Tiktok content creation.
- Used program Capcut to splice video and audio in order to bring the team's ideas to life.
- Aided in ideology for content and made an effort to provide swift yet detailed service.

Aug 2022 - Jan 2023,
Jun 2021 - Sep 2021

TARGET, Encino, CA

Style/Guest Advocate

- Communicated effectively with coworkers to ensure time-sensitive projects were completed swiftly and accurately garnering recognition from guests, coworkers, and leads for patience, understanding, and helpfulness.
- Took initiative to research trends in order to provide creative input about color and design which led to the curation of compelling displays encouraging customer engagement and resulting in sales.
- Volunteered for overtime hours in order to build the best experience for customers.

Apr 2021 - Nov 2021

CDM DIGITAL, Van Nuys, CA

Graphic Design Intern

- Produced and designed Instagram posts aligned with agency strategy in order to drive new business as well as promote the current roster of clients.
- Laid out, designed, and edited internal marketing and client-facing presentations.
- Showcased ability to take critical feedback and apply it to projects in an expedient and accurate fashion.
- Recognized by the agency for exceptional attention to detail and ability to communicate effectively and tactfully.

Jun 2019 - Sep 2019

ARCLIGHT CINEMAS, Sherman Oaks, CA

Crew Member

- Maintained a guest-oriented environment throughout the venue.
- Worked diligently under pressure in time-sensitive situations for screenings and events.
- Recognized for punctuality and driven approach to furthering the success of the company.

SKILLS

Adobe Creative Suite (Photoshop, Illustrator, Lightroom)
 Google Suite (Calendars, Docs, Sheets, Slides)
 Customer Service

Microsoft Office (Word, Excel, Powerpoint)
 Time Management/Prioritizing
 Communications