

HAYLIE CLAWSON

CREATIVE



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📍 Detroit

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ABOUT ME

Multifaceted Designer with 5+ years of experience, skilled in Adobe Creative Cloud and all aspects of the design process. Proven ability to collaborate creatively, manage time effectively, and lead teams.

SKILLS

- Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro)
- Graphic design
- Visual design
- Branding
- Typography
- Illustration
- Photography, Videography
- Social media
- Marketing

EXPERIENCE

GRAPHIC DESIGNER / EVENT PLANNER

The Joyful Jungle / The Canopy

2023-PRESENT

- Digital designer for brand logos, social posts, and advertising content
- Manage social media advertising for TikTok, Instagram, and Facebook
- Design display signs, t-shirts, flyers, and informational brochures
- Shoot and edit photos and videos for social media platforms, headshots, and display ads
- Plan and manage career days, social events, school activities, corporate events, and graduation
- Create a curriculum and teach weekly art classes to children

BANQUET MANAGER

Royal Park Hotel

2014 - 2023

- Managed events of up to 850 attendees.
- Supervised and trained a team of 25 employees
- Involved in all aspects of event production, execution, service, and teardown
- Coordinated optimal guest relations from initial contact through event completion
- Shot and edited photos of the room design and food for the event sales portfolio
- Converted HTML files on the website to conform with ADA requirements

COMMUNICATION SPECIALIST

Solar On

03/2021 - 06/2021

- Developed social media content
- Scheduled posts to coincide with target audience usage
- Created social media content to increase engagement with customers
- Edited digital images to highlight products for advertising

EDUCATION

BACHELOR'S DEGREE IN ADVERTISING DESIGN

College for Creative Studies

- Advertising Club Member, former Vice President and Secretary
- Riso Club, CCS
- American Advertising Silver Award Winner 2023

