

# CAMRYN MCLELLAN

## CONTACT



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camrynmclellan.com



Raleigh, North Carolina

## SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Premiere
- Adobe After Effects
- Canva
- Google Suite
- Hootsuite
- Hubspot
- HTML/CSS
- Klaviyo
- Mailchimp
- Microsoft Suite
- Procreate
- Social Media
- Teamwork
- Wordpress

## EDUCATION

**Bachelor of Arts in Visual Communications**  
**Minor in Business Administration**  
**University of South Carolina**

Graduated May 2022

Mastered fundamental skills in visual story-telling for business such as graphic design, film, web design and photography

## WORK EXPERIENCE

### Graphic Designer

Monkee's Franchising, LLC

November '22 - current

- Create marketing assets for 60+ Monkee's franchisees - including email campaigns, social media graphics, animations/gifs, website graphics, digital ads, print ads and signage
- Drive e-commerce sales via email marketing using Klaviyo, obtaining a .38% placed order rate (95th percentile in Monkee's business peer group)
- Review email campaign benchmarks to evaluate success, have seen a positive growth in average open rate (52.5%) and average revenue per recipient (\$1.16)
- Regularly update and maintain on-brand Canva campaign templates in support of franchisees (3+ new sale and editorial templates per season/holiday)
- Design internal communication assets for franchise development and company-wide events, including corporate retreats
- Contribute to marketing strategy meetings and presentations tailored to store owners' unique needs

### Freelance Graphic Designer

HowellX

August '22 - January '23

- Supported the lead designer in development of design assets for 5 clients, including a set of 30+ unique icons, logo concepts, and a digital employee benefits package

### Digital Marketing & Social Media Intern

Allsouth Federal Credit Union

January '22 - April '22

- Produced content for a financial institution's social media, increased engagement across multiple platforms (Facebook +21% and Instagram +8%, +130% overall reach)
- Scheduled, managed, and posted content for all company social platforms cohesive with traditional marketing media campaigns and brand guidelines
- Designed and placed static and dynamic ads for Facebook and Instagram
- Generated social media reports to track content engagement