

Grace Anderson

Social Media Graphic Designer

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WORK EXPERIENCE

Social Media Graphic Designer

Arketi Group

Atlanta, GA | 2022 - current

- Leveraged Gravit for vector graphics and illustrations, enhancing the overall visual storytelling of the brand.
- Collaborated with the marketing team to develop visually appealing infographics using Piktochart, resulting in **24% higher click-through rates** on blog posts.
- Produced a series of eye-catching product images for social media campaigns, contributing to a \$11.9K boost in online sales.
- Maintained a comprehensive library of branded design assets in Adobe Photoshop, reducing project turnaround times by 7 hours.

Junior Social Media Graphic Designer

Mailchimp

Atlanta, GA | 2020 - 2022

- Worked with the marketing team to develop and maintain a consistent brand identity across all social media channels.
- Utilized Pixlr and Figma to create visually appealing graphics and infographics for social media posts, resulting in a 29% increase in click-through rates.
- Managed and scheduled social media posts using Hootsuite, ensuring a consistent posting schedule and maximizing reach.
- Conducted A/B testing on ad creatives, leading to a **14% improvement in ad conversion rates**.

Virtual Assistant

UpWork

Remote | 2017 - 2020

- Provided administrative support to clients, resulting in a 27% increase in client satisfaction.
- Created visually appealing social media graphics and marketing materials using Canva and Procreate, leading to an 18% improvement in client engagement.
- Assisted in project management by tracking tasks, deadlines, and progress, resulting in a 22% increase in project efficiency.
- **Reduced administrative overhead by \$3.3K** by implementing effective calendar management and task prioritization techniques.

SKILLS

- Adobe Photoshop
- Canva
- Figma
- Procreate
- Gravit
- GIMP
- Pixlr
- Piktochart
- Hootsuite

EDUCATION

Bachelor of Fine Arts

Graphic Design

Savannah College of Art and Design

2014 - 2017

Savannah, GA