



Kaitlin Hancock

Graphic Designer | Photographer | Marketer | Event Coordinator
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SUMMARY

Diligent and organized creative actively pursuing new professional challenges. Hardworking with knowledge of most Adobe software, photography, social media marketing, and event coordination. Motivated to continue to learn and grow in any work environment.

EDUCATION & TRAINING

Midwestern State University | Wichita Falls, TX | BFA in Graphic Design, minor in photography
May 2021

Queen Mary's University | London, UK | Graphic Design and Printmaking
Summer 2019

PROFESSIONAL EXPERIENCE

Event and Marketing Coordinator | Wichita Falls, Tx

The Wichita Falls Museum of Art at MSU Texas, January 2023–Current

- Managed web page, organic and paid social media, email newsletter, and press releases to include current and upcoming events happening at the museum.
- Responsible for pricing, planning, and execution of all rentals from contract to set up. Then to create quarterly reports of events that included attendance and income.
- Maintained, inventoried, and re-envisioned the Museum gift shop.

Web and Social Content Manager | Wichita Falls, Tx

Midwestern State University, August 2022–December 2022

- Managed web pages and social media for the Fain College of Fine Arts and the West College of Education.
- Collaborate with professors and staff to produce attractive and informative campaigns and then track the performance of those campaigns.

Graphic Designer | Wichita Falls, Tx

Investigator Marketing, August 2022–December 2022

- Worked with team and clients on social media, email and print designs based on requirements, modifications and feedback.
- Worked closely with clients to create a vision, conceive designs, and consistently meet deadlines and requirements.

Real Estate Assistant | Wichita Falls, Tx

Domain Real Estate, August 2022–December 2022

- Created marketing materials and entered and maintained property listings.
- Managed contact database, followed up on leads, and set up showings with the realtor.

Social Media Coordinator & Graphic Designer | Wichita Falls, Tx

Hoegger Communications, May 2021–July 2022

- Communicated and planned with clients on social media, email, and print designs based on requirements, modifications and feedback.
- Created Ad copy and scheduled content for clients after approval.
- Managed 30+ clients' email design, organic content, and paid marketing materials.
- Collaborate with designers to produce attractive and informative campaigns to then track their performance.

SKILLS

- Portrait Photographer
- Adobe Photoshop
- Adobe Bridge
- Adobe Animate
- Procreate
- Sprout Social
- Social Media Copywriting
- Facebook Ads Manager
- Customer Service
- Cascade
- Event Coordinating