



kayla stroud

GRAPHIC DESIGN

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kstroudworks.com 

(229) 894-4551 

Macon, GA 

EDUCATION

Valdosta State University
Valdosta, GA | co Fall 2016
/ BA, English – Journalism
/ BA, Art - Graphic Design

SKILLS

/ Web & Print Design
/ High Computer Literacy
/ Efficient Time
Management Skills
/ Stellar Written & Oral
Communication Skills
/ Ability to Work as a
Team

SOFTWARE

/ CMS: Wordpress, Wix,
& Squarespace
/ Microsoft Suite
/ HTML & CSS
/ CRM: Constant Contact
& HubSpot
/ Adobe Creative Suite:
InDesign, Photoshop,
Illustrator, & Muse

PROFESSIONAL EXPERIENCE

Digital Designer, ConnectCRE

Remote | Sept 2022 – Present

- / Project managing website updates, testing performance, and troubleshooting issues for ConnectCRE's conference website and its various subsites, connectcre.com/events
- / Responsible for the design and rebranding of the company's conference marketing materials and signage (ie. banners, event badges, agendas, etc.)
- / Member of creative team that creates advertising and branding pieces for both internal and external clients (ie. flyers, posters, social media graphics, etc.)

Graphic Designer & Web Content Manager, Wesleyan College

Macon, GA | Sept 2018 – Present

- / Part of Communications team that manages, posts, and maintains the school's official website, wesleyancollege.edu
- / Member of the two-person design team that creates all advertising and branding pieces (ie. banners, billboards, posters, magazines, etc.)
- / Create, proof, test and deploy email campaigns with digital marketing platform, Constant Contact
- / Responsible for the rebranding of the athletic department and served as web editor of the college's athletic website wesleyanathletics.com

Web Designer, Dougherty County Public Library

Albany, GA | Sept 2017 – Sept 2018

- / Responsible for the major redesign of the Dougherty County Public Library's (and its five branches) official website, docolib.org
- / Responsible for compiling all needed information and materials from various departments within the library for publication on new website; design all graphics and took all photography
- / Designed info graphics, technical illustrations, website mockups and various optics for the new updated page layout

REFERENCES

- / **Brandi Vorhees**
Director of Marketing & Communications, Mercer School of Medicine
(478) 461-3087
brandivorhees@yahoo.com
- / **Alison N. Nooks**
Director of Marketing & Strategic Communication, Wesleyan College
(404) 988-0975
annooks2@gmail.com
- / **Gloria Johnson**
Desktop Publishing
(229) 272-2256
johnsongji@yahoo.com

PROFESSIONAL EXPERIENCE *continued*

- / Worked extensively with HTML, CSS and SEO; solved technical, editing and coding issues.
- Web Editor & SpecTech Editor, *The Spectator*
Valdosta State University - Valdosta, GA | Dec 2014 – Dec 2016
 - / Copyedited, proofread, and helped oversee all *The Spectator* (student-run newspaper) staff's article submissions; wrote own weekly pop culture column, Pop Weekly
 - / Served as Web Editor by managing, posting, and troubleshooting the newspaper website, vsuspectator.com
 - / Designed graphics for both print and web; responsible for both the SpecTech and Games page layouts for the weekly printed paper
 - / Displayed communication skills during weekly budget meetings; Worked with digital team to create content strategies for all digital platforms (web, social media, and mobile app)
 - / Placed 1st and 3rd for "Best Website" in the state from Georgia College Press Association (GCPA) in 2016 & 2017