

CHANEL COOK

GRAPHIC DESIGN | DIGITAL & SOCIAL MEDIA
SAN DIEGO, CALIFORNIA

www.chanel-cook.com

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619-403-6688

EDUCATION

Bachelor of Arts, Graphic Design
Minor in Digital and Social Media
San Diego State University

ORGANIZATIONS

The Level Community
(Female Networking Group)

Design To Be
(EQ-based Design Education)

AIGA San Diego
(The Professional Association
for Design)

SKILLS

Design
Adobe Creative Suite, Photoshop,
InDesign, Illustrator, Canva

Website Management
Wordpress, CMS + HTML

Email/Digital Marketing
Feathr, WordFly, Mail2,
MailChimp, Jot Form, Crowd
Engage, Constant Contact

Time and Project Management
Asana, Slack, Basecamp

Social Media Content
and Planning
Loomly, Meta Business Suite

Photography
Lightroom, Bridge

Microsoft and Google
office applications

Content and campaign
development

Brand development and
management

PROFESSIONAL EXPERIENCE

Digital and Print Publications Designer | February 2016 - Current
The Old Globe | San Diego's Largest Regional Theatre

- Design key publications produced by the theatre including playbills with multiple page print layouts, email newsletters, social media campaigns, and others, both in print and online
- Spearheaded and launched new website to include a responsive design for a better user experience, and a new revenue-driven email marketing platform with over 150,000 active email addresses to boost sales
- Maintain website content and digital marketing campaigns for entire organization, including social media with an organic growth of over 500%
- Social media content creation and collaboration with global branding firm Edelman and influencers on a national marketing campaign for brand awareness
- Collaborate on over 15 different productions a year designing new marketing strategies and creating campaigns tailored to each audience and program through digital and print platforms

Graphic Designer and Brand Communications | May 2014 - February 2016
A7D Creative Group, Inc. | Full-Service Design and Marketing Agency

- Led brand development for over 40 clients in the bar, restaurant, food and beverage industry, and tourism through graphic design, social media, and website management
- Worked with stakeholders and advised in the strategic planning of a community travel campaign, Explore North Park, including the brand's inaugural magazine and Instagram account with now over 72,000 followers
- Designed the logo, brand, content creation, and social media strategies for projects seen in local and national publications and media outlets such as San Diego Magazine, Pacific, Locale, and CityBeat
- Served as account and project manager for over 10 clients on a weekly basis
- Directed the process of production for large-quantity and scale print jobs

FREELANCE EXPERIENCE

Owner and Calligrapher | February 2015 - Current
Chanel Creates | Calligraphy, Signage, and Home Decor

- Create paper goods and signage for weddings, special events, and other branding opportunities as a female small business owner
- Serviced over 50 weddings creating custom pieces for dozens of clients and showcase as a featured vendor in multiple San Diego markets per year
- Design and manage a custom website, Etsy shop, social media brand, collaboration management, business development, finances, and budgets

Graphic Design and Social Media | Ongoing
Freelance and Contract Design Work

- Pure Spa & Chiropractic, a local wellness and beauty establishment: produced monthly email campaigns, in-house collateral, and generated engaging new content which increased bookings by 15% and fostered positive Yelp reviews
- Grossmont High School: designed digital assets for associated student body events, created branding system for all athletic programs, and printed programs for theatre productions
- Groundswell Brewery, a local craft brewery: advised on graphic design and brand strategies to bring variety and vibrancy back into their marketing collateral