

# CHANEL COOK

GRAPHIC DESIGN | DIGITAL & SOCIAL MEDIA  
SAN DIEGO, CALIFORNIA

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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 Marketing**  
WordFly, Mail2, MailChimp,  
Jot Form, 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 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
- Service over 10 weddings a year, create custom pieces for dozens of clients, and present 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