



Catherine Connolly

■ SOCIAL MEDIA MANAGER &
DIGITAL MARKETER

SKILLS

Adobe InDesign	Microsoft Office
Adobe Photoshop	Microsoft Excel
Adobe Illustrator	Procreate
Adobe Premiere Pro	Paid Social Strategy
Canva	Social Media Management

EDUCATION

2019-2023

Bachelor of Arts in Media Arts and Design

James Madison University

Creative Advertising Concentration
Minor in Communication Studies

Relevant Coursework

Visual Communication Design
User Experience Design
Audio-Visual Storytelling
Photojournalism
Copywriting for Advertising
Political Campaign Communication
Creative Advertising Campaigns

AFFILIATIONS

Phi Sigma Pi National Honor Fraternity

Beta Rho Chapter

Public Relations Specialist (Spring 2021)
Initiate Historian (Fall 2022)

EXPERIENCE

July 2023-September 2024

Jenkins Restorations

Social Media & Design Specialist

- Increased social media reach by 3.2k% on Facebook and 1.6k% on Instagram for Jenkins Restorations, and by 123.1k% on Facebook for their subsidiary company, Jenkins Environmental, through strategic content planning and paid social tactics.
- Collaborated with company directors to create a new sales and marketing portfolio of brochures, trifolds, conference displays and other marketing collateral to support company service lines and goals.
- Tracked and analyzed social media performance metrics, regularly generating detailed reports to update the company on growth, engagement, and campaign success

May 2022-April 2023

5th Gear Marketing

Digital Marketing Intern

- Utilized Photoshop and Canva to design visually captivating and engaging content for social media platforms including Twitter, LinkedIn, and Facebook.
- Achieved a 244% increase in Facebook profile reach within six months.
- Implemented Google Sheets to gather data from clients' Google Business Profile, ensuring the success of our services.

The Breeze Student Newspaper

Advertisement Designer - October 2020-May 2021

Creative Director - August 2022-May 2023

- Utilized InDesign to craft visually appealing page layouts and ad placements.
- Established strong communication with clients and newspaper editors to ensure accurate and appropriate advertisement placement.
- Designed both print and online ads with Canva and InDesign, tailored to meet client specifications.

May 2021-March 2023

Foster's Grille

Social Media and Marketing Manager

- Directed a team within a dynamic restaurant environment to promote effective operations and organization.
- Leveraged Photoshop, InDesign, and Canva to create visually appealing social media content that increased customer engagement.
- Advertised restaurant events and promotions on social media, including collaborations with partner companies.