

MILENA BROWN

MARKETING, DESIGN, AND MULTIMEDIA

Marketing associate with a background in advertising campaigns, print and digital media, web and graphic design, and photo and video content.

SKILLS

- Graphic and web design
- UX design
- Digital marketing
- Photo and video editing
- Content creation
- Communication and coordination

TOOLS/PROGRAMS

- Adobe Creative Suite
- Figma
- Canva
- Microsoft Office & Google Suite
- Wordpress

EDUCATION

JAMES MADISON UNIVERSITY Bachelor of Science, May 2023
Media Arts and Design concentrating in Interactive Design
Minor in Cultural Communications

EXPERIENCE

MARKETING ASSOCIATE Instant Systems, Norfolk, VA
Sept. 2023 - Present

- Utilize Adobe Illustrator and Canva to design website pages
- Website redesign to optimize SEO, improve UX, and improve overall aesthetic
- Plan and execute creative marketing campaigns
- Curate and manage social media content to enhance online presence, showcase company news, accomplishments, and community involvement
- Update and manage website through WordPress
- Develop effective digital and print marketing collateral and assets
- Produce and edit photo and video content in Lightroom and Premiere Pro
- Assist in industry specific and company centric copywriting
- Coordinate and plan conferences
- Create and supply print media for all conferences, along with being a company representative

GRAPHIC DESIGN INTERN Studio Center, Virginia Beach, VA
June 2022 - Aug 2022

- Designed logos and websites for clients in Illustrator and Photoshop
- Used Concrete5 web-building program to develop Studio Center's website
- Planned, filmed, and edited TikTok videos for Studio Center's social media
- Assisted in production of commercials recorded on-site

CONTACT

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