

Makenna Paul

Graphic Designer

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Education

University of Florida | Gainesville, FL *August 2022
- May 2026*

Bachelor of Fine Arts in Graphic Design

1 of 40 students selected through competitive portfolio review to work in a studio environment experiencing collaboration, growth, and community.

Bachelor of Science in Advertising
Specializing in Persuasive Messaging.

Awards

Dean's List

University of Florida, Fall 2022 - Present

Florida Bright Futures Scholarship
2022 - 2026

BMW M3 × Florida Gators Wrap Winner
Fall 2024

Certifications

Google Analytics 4 Certification *July 2024*

Hootsuite Platform Certification *July 2024*

Skills

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe Premiere Pro
Adobe After Effects
Adobe Creative Cloud
Mailchimp
Figma
Microsoft Office
Working Knowledge of HTML & CSS
Photography
Branding & Social Media
Web-builders (Wix and Squarespace)

Design Experience

Church for the One | Lakeland, FL *May 2025
- Present*

Freelance Designer | Website Manager

Creating graphics for promotional events, merchandise, internal events, social media and presentations.

Leading a website audit to update all the information and graphics for the main website on Wix.

Collaborating with many teams to brainstorm and execute a creative style for series and events.

The Agency at UF | Gainesville, FL *March 2024
- Present*

Graphic Designer

Working on designs to fit a variety of needs for clients, internal marketing, and campaigns.

Developing branding, decks, flyers, signage, brochures, and promotional materials a wide variety of clients.

Collaborating with designers and individuals from other disciplines to create a cohesive product.

Minds in Motion | Lakeland, FL *May 2018 -
Present*

Manager, Designer

Supervise employees and over 140 children to ensure that the environment was safe, well-maintained, and structured.

Design promotional material such as flyers/social media posts for upcoming events and announcements. Developing a creative design for summer camp t-shirts each year to go with a theme.

Coordinate activities for groups of 25-50 children that would stimulate their minds and encourage them to think creatively.

Work Experience

Alligator Newspaper | Gainesville, FL *January 2025
- Present*

Sales Representative

Prospect, engage, and develop business relationships with small businesses and companies in my territory of Gainesville, including the Gainesville Airport and local car dealerships.

Consistent sales performance and revenue growth led to the led to the expansion of territory responsibilities from one to three territories.

Collaborate with the advertising manager and other representatives to develop effective sales strategies.