

KAYLA ZANGER

Art Director & Graphic Designer

CONTACT

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EDUCATION

College for Creative Studies

BFA in Advertising Design with Honors

Expected Graduation: May 2025

Center for Science & Industry

Concentration in Multimedia

Graduation: May 2021

Adlai E. Stevenson High School

High School Diploma

Graduation: May 2021

SKILLS

- Campaign Ideation & Creation
- Market & User Research
- Branding & Graphic Design
- Commercial & Motion Techniques
- Social Media Strategy
- UI/UX Design
- Photography
- Typography
- Adobe Illustrator
- Adobe After Effects
- Adobe InDesign
- Adobe Premiere Pro
- Microsoft 365
- Project & Time Management

ABOUT ME

I am seeking a job opportunity that will deepen my expertise and expand my knowledge in my field of study. As a highly motivated and innovative individual, I specialize in crafting compelling advertising campaigns through market research, ideation, and creative conceptualization, driving impactful and effective results that engage audiences.

EXPERIENCE

Community Relations Marketing Intern

City of Sterling Heights

May 2024 - Present

- Managed the Fire Department's social accounts and strategically planned content to increase their reach and engagement
- Designed a logo that effectively visualized a citywide initiative
- Produced reels and promotional materials for major city events

Youth Summer Playground Junior Leader

Sterling Heights Parks & Recreation

Summer 2022 & 2023

- Managed, planned, and monitored the development of schedules
- Performed roles in both leadership and conflict resolution

Retail Sales Associate

Francesca's Boutique

Oct 2020 - Jan 2021

- Managed boutique inventory and met customer needs

RELEVANT CLASSES

- Advertising & Communications
- Commercial & Motion
- Copywriting & Typography
- User Experience Design
- Integrated Media Campaigns
- Concepts & Processes

AWARDS

- CCS Presidents List Recognition (GPA Based 2021-2024)
- CCS Dean's Award (Ongoing Academic Success 2022-2025)
- Silver American Advertising Award (Ad Campaign 2023)