

# MAKENNA LYONS

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<https://www.makennalyons.com/>

Graphic designer delivering innovative work for clients ranging from Snapchat and iHeartMedia to local small businesses. Experience in branding, social media content creation, and video editing. Adept at collaborating with teams and managing projects efficiently.

## Work Experience

### Graphic Designer

Feb 2023 - Present

*Freelance | New York*

- Create graphics for different clients including Snapchat, Mosler Automotive, and local small businesses
- Create branding materials for various clients
- Work in a deadline driven environment while maintaining high quality graphic design deliverables

### Graphic Design Contractor

Sep 2023 - Sep 2024

*KCSA | New York (Remote)*

- Crafted hundreds of unique design assets for clients including iHeartMedia, Transphorm, Newlake Capital Partners, Flushing Bank, Firefly Neuroscience, KindlyMD, 3Dots Capital Advisory, the Green Rush Podcast, and Alternatively Speaking Podcast
- Managing and organizing files to maintain an efficient workflow and provide operational support
- Collaborated with and assisted senior designers with a variety of design projects for internal and client needs
- Designed and animated two NASDAQ billboards in Times Square for clients
- Utilized organizational skills to meet deadlines in a timely manner

### Social Media Intern

Sep 2023 - Dec 2023

*KCSA | New York (Remote)*

- Wrote copy, assisted with content creation, and scheduled social media posts for multiple clients including iHeartMedia, KCSA, the Green Rush Podcast & 3Dots Capital Advisory
- Provided administrative support to executive requests
- Met with clients to discuss and plan social media content

### Branding and Social Media Intern

Aug 2022 - Jan 2023

*Glass River Media | New York (Remote)*

- Assisted in planning, design, and execution of the company rebrand
- Created content and social media graphics for posts on Instagram and Facebook
- Conducted competitor research and SWOT analysis

## Core Skills and Coursework

- Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe After Effects, Adobe Lightroom, Canva, Figma, Microsoft Word, Excel, Powerpoint, Outlook, Google Suite, Basic JavaScript, Basic French
- International Communication, New Media and Digital Design 1001, Creative Coding, Graphic Design & Digital Tools, Visual Thinking, Film & Animation, Social Media, Intro to Video Game Design

## Education

### Fordham University

**Bachelor of Arts** | New Media & Digital Design | GPA 3.6