

KEEGAN STRICKLAND

Graphic Design & Marketing

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Hattiesburg, Mississippi

601.422.5295

EXPERIENCE

Graphic Designer Duff Capital Investors

Mar 2023 – Present

Columbia, MS

- Developed graphics for America's largest commercial tire dealer, Southern Tire Mart. The work ranged across a plethora of mediums, including brochures, trade show booths, vehicle wraps, promotional items, web ads, and stadium signage, to name a few.
- Designed print and digital marketing pieces for over 20+ companies across B2B and B2C industries (car dealerships, equipment rentals, energy services, hotels, etc.)

Marketing Specialist Experience Columbia MS

Dec 2021 – Mar 2023

Columbia, MS

- Created the comprehensive branding strategy and all graphic content for one of Mississippi's fastest-growing Christmas events, including social media graphics, event signage, billboards, television advertisements, POS displays, and merchandise.
- Directed design & marketing efforts for companies within a wide variety of industries (events, restaurants, firearms manufacturing, disaster relief, and more.)

Store Manager GameStop

Jul 2017 – Dec 2021

Laurel, MS

- Consistently surpassed sales metrics through customer engagement, creative sales strategy, and performance-driven planning.
- Increased customer retention and satisfaction by closely monitoring team performance and training our team with solution-selling practices.

Marketing Intern Southern Miss CBED

Jan 2021 - May 2021

Hattiesburg, MS

- Created engaging graphics for on-campus display units, daily social media posts, clothing designs, and statistical reports.
- Analyzed the social media statistics of both the College of Business's social media platforms and competing business college pages to create optimally engaging social media content.

ABOUT

My goal is to grow brands through creative design and analytical problem-solving. With my 5+ years of Design and Marketing experience, I hope to work with your team to create better businesses.

EDUCATION

Marketing BSBA

University of Southern Mississippi

May 2021

CERTIFICATIONS & SKILLS

- Adobe Creative Suite
- Adobe Illustrator
- Adobe Photoshop
- Adobe Premiere Pro
- MOS Excel Certified
- Office Suite
- Graphic Design
- Digital Marketing Strategy
- Social Media KPI Analysis
- Content Collection
- Merchandising Strategy
- Team Management
- Onboarding and Training

PORTFOLIO

KeeganStrickland.com