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# Makeda Dawson

<https://www.msdesigns.org/>

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## SKILLS

Graphic design, visual design, web design, HTML, CSS, SEO, user testing, prototyping (low and high fidelity), interface design, mobile design, product design, typography, and photography. Digital marketing, time management, social media management, email marketing, project management, problem-solving, verbal and written communication, collaboration, agile project management, leadership, critical thinking, research, detail-oriented, and organization.

Software: Adobe Creative Cloud, Figma, Invision, Canva, WordPress, Wix, Duda, Microsoft Office.

## EXPERIENCE

### **Vecoplan, Greensboro NC** - *Digital Marketing Specialist*

FEBRUARY 2024 - PRESENT

- Develops visual assets for digital campaigns across a wide array of channels
- Designs and develops on-brand graphics to support brand initiatives
- Manages audit findings and updates old creative for a better user experience
- Works independently, while multitasking and prioritizing data and insights
- Develops, implements, and maintains campaign KPIs
- Works with and manages external partners on digital marketing efforts
- Ad copywriting and content creation for the company website, media publications, email marketing, tradeshow, internal communications, etc.
- Creates, updates, and aggregates digital marketing reports on a monthly, quarterly, and annual cadence
- Assists with annual media, tradeshow, and budget planning
- Manages the digital marketing calendar
- Responsible for social media content generation, management, and monitoring
- Works cross-functionally with Sales, Parts & Service, HR, and other departments

### **Southern Foods, Greensboro NC** - *Digital Marketing Specialist*

APRIL 2022 - JUNE 2023

- Single handedly redesigned and produced organic content, amplifying brand awareness and engagement on social media platforms.
- Achieved a substantial increase in Facebook account reach from 300 to 1,000+ using Meta Business Suite.
- Developed and executed result-oriented marketing strategies through MailChimp, refining email communication to drive online sales growth.

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- Utilized WordPress and WooCommerce for the redesign and management of the e-commerce website, implementing routine web maintenance and updating product listings and photography.
  - Collaborated with external advertising agencies on creative and media campaigns, leading to a threefold increase in online sales during a seasonal campaign.
  - Designed and maintained print/digital publications, collateral, and branded items, encompassing graphics, video, web design, product photography, and package design.

### **Nassar Creative, Greensboro NC** - *Web Designer*

JUNE 2020 - MARCH 2021

- Crafted mood boards and color schemes based on client research, optimizing website aesthetics and user experience.
- Evaluated current website structures and user flows, developing prototypes in Adobe XD and Figma to address customer and business challenges.
- Implemented website redesigns on WordPress based on approved prototypes, enhancing overall user engagement.

### **Bermuda Heart Foundation, Hamilton BDA** - *UX/UI Lead & Assistant Web Developer*

JANUARY 2020 - FEBRUARY 2020

- Collaborated with a team of eight to redesign the foundation's website, incorporating UX/UI design principles and conducting usability tests.
- Assisted in developing custom HTML and CSS, incorporating bootstrap elements for a comprehensive web redesign.

### **The Daily Reflector, Greenville NC** - *Sales & Marketing Intern*

MAY 2017 - AUGUST 2017

- Managed email campaigns, designed marketing materials, and provided support to the Sales department.
- Completed office administration tasks, identified business opportunities and conducted market research.

## **EDUCATION**

### **Elon University, Elon NC** - *M.A. Interactive Media*

JULY 2019 - MAY 2020

Specialization in interactive writing and design, visual aesthetics, multimedia storytelling, application development, theory, and audience analysis.

### **North Carolina A&T State University, Greensboro NC** - *B.S. Graphic Communication Systems, minor Marketing*

JULY 2016 - DECEMBER 2018

Emphasis on multimedia, web design technology, animation, product design, and general marketing.

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## **AWARDS**

Hootsuite Platform Certification (2019)

Campus Greensboro Fellows Program (2019)

Golden LEAF Leadership Program (Center for Creative Leadership, 2018)