

Cameron Renkly

Senior Graphic Designer

contact

712.579.6402
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studiocyla.com

education

2014 - 2018

BACHELOR
OF FINE ART |
GRAPHIC DESIGN

**University of
South Dakota**

skills

CREATIVE

Brand Development
Logo Design
Brand Style Guides
Print/Digital Advertising
Conceptual Advertising
Drawing + Illustration
Social Media Content
Packaging Design
Web Design
Apparel Design
Photo Manipulation
Motion Graphics

RESEARCH

User Journey Mapping
Experience Surveys
Marketing Strategy

TECHNICAL

Adobe Creative Suite
+After Effects
Figma
WordPress
Elementor
Microsoft Office
Facebook +
Google Advertising

about

Skilled, passionate, and motivated graphic designer with 7 years of diverse experience in both start-up and established in-house environments. Thrives in collaborative marketing teams.

experience

2023

CREATIVE MARKETING MANAGER
Thrive Aviation | Henderson, NV

- Created, wrote copy, and took pictures for marketing campaigns, advertising, client educational material, and in-house collateral.
- Designed a social media strategy that included a custom photo filter, post templates, and rules of engagement.

2022 - 2023

CONTRACT DESIGNER
Troomi Wireless | Remote - Lehi, UT

- Created playful and dynamic illustrations, advertising, and social media content to set the tone of the brand and give it a distinctive voice in the youth smartphone industry.
- Worked in a start-up environment with fast turnaround times.

2019 - 2022

GRAPHIC DESIGNER
Stampin' Up! | Riverton, UT

- Developed advertising and directed photography for major company campaigns such as free shipping, Black Friday, etc.
- Overhauled social media strategy to create a unified appearance. Designed content templates to ensure brand consistency.
- Collaborated with translators to adapt campaign design for foreign markets including French, German, Dutch, and Japanese.
- Managed/organized hundreds of deliverables per global campaign.

2018 - 2019

GRAPHIC DESIGNER
The Grace Company | Salt Lake City, UT

- Created advertising, package design, social content, signage, email blasts, trade show graphics, infographics, and other sales media.
- Designed, wrote copy for, and implemented staple company publications such as the brand style guide and product catalog.
- Developed logos and branding for secondary brands.
- Managed magazine advertising contracts.

2017 - 2018

GRAPHIC DESIGN INTERN
Fashion For A Cure | Remote - Newark, NJ