

Cameron Renkly

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
Klaviyo Template Builder
Monday.com
Asana

about

Dynamic and highly-skilled graphic designer with a proven track record of delivering exceptional design solutions in fast-paced environments with precision and creativity. Effectively uses data-driven insights to enhance user experience and drive brand success across various platforms.

experience

2023 - PRESENT GRAPHIC DESIGNER

Ready Alliance Group | Remote - Salt Lake City, UT

- Develop and execute original, high-quality, and compelling digital marketing campaigns for several direct-to-consumer e-commerce brands, including promotional emails, social media content, and SMS notifications.
- Utilize impressions, conversions, and sales analytics in order to evaluate and inform design strategy, enhance user experience and engagement, and exceed daily revenue goals.
- Coordinate and prioritize design tasks in fast-paced, high-volume environment, meeting tight deadlines and managing concurrent projects.

2023

CREATIVE MARKETING MANAGER

Thrive Aviation | Henderson, NV

- Created, wrote copy, and photographed imagery for marketing campaigns, advertising, client educational material, and in-house collateral.
- Designed a new social media strategy that included a custom photo filter, designed 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 in order to give the brand 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 and executed advertising concepts and directed photography for major company marketing campaigns such as BFCM, seasonal sales, etc.
- Collaborated with translators to adapt campaign design for foreign markets including Canada, France, Germany, Netherlands, and Japan.

2018 - 2019

GRAPHIC DESIGNER

The Grace Company | Salt Lake City, UT

- Responsible for all in-house digital and print advertising, package design, social media content, signage, email blasts, trade show graphics, infographics, as well as maintained magazine advertising schedule and content.
- Designed, wrote, and implemented staple company publications such as the brand style guide and product catalog.

2017 - 2018

GRAPHIC DESIGN INTERN

Fashion For A Cure | Remote - Newark, NJ