



Danielle Carchman

GRAPHIC DESIGN, MARKETING AND SOCIAL MEDIA PROFESSIONAL

My enthusiasm and passion for creating and expanding in the graphic design, marketing & social media world grows every day. With the plethora of skills I've acquired, I can incorporate them throughout the design, marketing & art world with aesthetic and precision in mind. I have 7+ years experience working with Adobe Photoshop, Illustrator, Canva & more along with photography experience as well. I am also well versed in Microsoft Word, Excel, PowerPoint and more. From layout to logo design to managing expansive social media accounts and beyond, my goal is to be able to apply my skills to an everchanging design world.



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SKILLS

- * Graphic Design
- * Social Media Creation/Management
- * Organization/Time Management
- * Adobe Creative Cloud/Canva
- * Customer Service/Problem Solving
- * Photography/Photo Editing
- * Microsoft Office Suite
- * Ad Design/Logo Design
- * Print/Digital Marketing & Design

EDUCATION

Bachelor In Studio Art

2018-2020

Florida Atlantic University

Associate in Art

2015-2017

Palm Beach State College

EXPERIENCE

Assistant Marketing Manager at Body Wellness® Fitness & Management, Delray Beach, FL

Dec 2022-Present

- * I create marketing and design collateral such as flyers, newsletters, logos, calendars, podcast covers, brochures and more to promote various community fitness classes in South Florida. + health, wellness & fitness content Also, I manage the social media and create all social media content, captions & ideas for posting across many platforms.

Social Media Assistant for Heather Blankenship in Boca Raton, FL

Aug 2022-Nov 2022

- * My main duties included managing Heather Blankenship's social media platforms, which pertained to real estate investing. Also, I edited videos & posts, wrote captions and followed closely with weekly analytics to improve traffic to her social media platforms. I also created graphics and helped film her social media content as well on the daily.

Director of Social Media at TransMedia Group in Boca Raton, FL

April 2022-Aug 2022

- * My main duties included managing multiple social media accounts, posting and creating social media posts, making advertisements and logos, editing images & video clips for social media, creating social media presentations and calendars while working & communicating with various clientele across the board at this PR firm.

Graphic Designer at Arts Garage in Delray Beach, FL

Oct 2021-Jan 2022

- * My duties included, creating several graphics, including ads, posters, weekly programs, menus and much more creative layouts and designs to market this art venue in the heart of Atlantic Avenue in Delray Beach on a daily basis.