



LeKesha Marie

LeKesha Marie Parkman
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Education

The University of Akron,
Myers School of Art, Akron, Ohio
BFA in Graphic Design
January 2018—May 2022

Dean's List: 12 semesters
PResident's List: 4 semesters
GPA: 3.8/4.0

Williams Honors College
November 2019— May 2022

Greenwald, Editor of Buchtelite 2021—2022
American Greetings Scholarship 2021—2022
Mary B. Demetros Memorial Scholarship 2019
Williams Honors College School 2019—2022
Akron Guarantee Scholarship 2018—2022

Skills

Writing and Research
Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Microsoft Word
Public Speaking
SketchBook
Teaching
Painting

Organizations

The Buchtelite

Nov 2019—May 2022

The National Society Of Leadership And Success
Sept 2019—Present

National Society of Collegiate Scholars
Aug 2018—Present

Experience

Graphic Designer - Environmental Design Group

August 2022—Present

- Design and produce high-quality marketing communications, including project profiles, brochures, presentations, posters, ads, infographics, award entries, videos, animations and other marketing materials.
- Work with the marketing team to develop and improve overall brand strength, consistency, and presence.
- Design storyboards and build engaging presentations that align with the EDG brand and strategic plans.
- Design user-friendly templates for frequently used marketing materials.
- Participate in the business development meetings, client service meetings, proposal debrief meetings

Advertising/Fundraising Intern - The Ceramic and Glass Industry Foundation

May 2020—August 2022

- Conducted interviews and wrote about the experiences of donors, and ACerS members who have interacted with the foundation.
- Assisted in the development of strategy for producing coordinated content for multiple channels including social media, newsletters, and featured LinkedIn stories.
- Collaborated with the Marketing and Communications Intern on cross-functional projects.
- Consulted as graphic designer

Key Achievement

- Researched and created a Google Ad Grant campaign

Editor-in-Chief - The Buchtelite

January 2020—May 2022

- Hire and assign roles for editorial team
- Determine article and publishing guidelines
- Review content
- Research and write articles on a regular basis
- Conduct interviews for articles
- Create the publication's layout, design, style and tone
- Lead weekly meetings with the team to discuss issues and plans for the publication

Key Achievement

- Further developed my leadership and Interpersonal skills
- Redesigned the layout and artistic direction of The Buchtelite

Clerical Specialist - Akron Summit Community Action

March 2019—Present

- Greet customers: walk them through sign-in and how to fill out forms
- Inform customers what documents are needed for service
- Assist in solving problems for customers
- Provide clerical support for administrator and other staff
- Scan and shred documents

Graphic Designer · Artist · Writer