



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

Adobe Creative Suite  
Writing and Research  
Digital Marketing  
Print Design & Layout  
Web Design  
Photography  
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

### Digital Designer + Client Champion - The Sweeney Group

July 2023—September 2023

- Collaborate closely with the team on the TSG Annual Business Plan to develop activities and goals for all campaigns and quarterly reviews.
- Exceed goals through a data-driven approach; track, analyze, and present metrics monthly with insights to optimize strategies.
- Curated and delivered and scheduled a balance of business and lifestyle content that is memorable, shareable, and useful across all digital channels.
- Managed social media channels (Facebook, LinkedIn, Instagram, YouTube)
- Assisted in marketing for listings: photography and videography, create brochures, execute social media and mass emails (from design to production), report metrics, and, helped prepare homes for showings.
- Support event planning and execution.
- Research and execute best practices to advance TSG campaigns and stay ahead of trends to stand out among our competitors.
- Assist in developing and implementing content strategies

#### Key Achievement

- Created an extensive social media strategy guide
- Strengthened TSG's brand presence across social media channels

### Graphic Designer - Environmental Design Group

August 2022—July 2023

- Design and produce high-quality marketing communications, including ads, videos, animations and other marketing materials.
- 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
- Create social media calendar and scheduling content.

#### Key Achievement

- Managing the social media channels
- Expanding my knowledge on analytics and content strategies

### 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

Graphic Designer • Artist • Writer