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## PERSONAL PROFILE

I am a passionate, creative individual with skills that fit the scope of a variety of design fields.

The pursuit of beauty through creative mediums is and has always been a passion of mine. From brand design to creative writing, I love it all.

I'd say being a "Jack-of-all-trades" best describes my range of skills and interests; though, that's not to say that I'm a "Master-of-None!" My creative voice sings loudest when it comes to brand identity design.



## EDUCATION

**Wake Technical Community College**  
Raleigh, NC

Advertising and Graphic Design AAS

GPA: 3.9

Fall 2020 - Spring 2023

## AWARDS

**President's List**  
Fall 2020 - Spring 2022

**Dean's List**  
Fall 2022

## CERTIFICATIONS

**Google Ads Display Certification**

Google Digital Academy  
skillshop

July 2022

## PROFESSIONAL EXPERIENCE

**Freelance Graphic Designer**  
Media Designer  
2018 - ongoing

- Save the Date Cards
- Wedding Welcome Boxes
- Wedding Print Material
- Custom Calligraphy
- Misc. Creative Details

**We Care Hotels**  
Consulting Guest Experience Manager  
Sept - Nov 2019

- Business Card and Logo Design
- High-Point Furniture Market Welcome Project

A project-based position in which I consulted with a number of hotels to design & craft corporate client gifts.

**The Gathering Co.**  
Intern > Freelance Creative Writer > Social Media Manager  
March 2020 - ongoing

- Social Media Management
- Content Creation
- Promotion Design
- Blog Writing and Management
- Event Coordination Assisting

My role focuses on formulating effective brand strategies that engage the target audience.

I develop the brand voice and establish a distinct brand identity through media design and content creation.

## TECHNICAL SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Adobe XD
- HTML & CSS
- Web Design
- Graphic Design
- Professional Writing and Copywriting
- Squarespace
- Canva
- Instagram
- Pinterest

## INTERESTS

- Sewing (Garments & Quilting)
- Yarn & Needle Arts
- Illustration & Visual Arts
- Lettering & Calligraphy

*Julie  
Pattel*

web & print designer



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