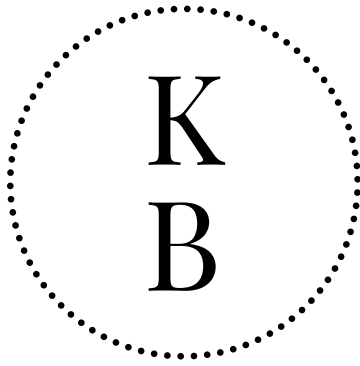




KALEIGH BURKE

Contact Me



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Skills

- Graphic and Visual Design
- Managing and Using Social Media Platforms
- Canva & Adobe Software
- Wordpress & Wix
- Writing & Communication
- Content Planning
- Video Editing
- Social Media Analytics

September 2022- January 2023

December 2023-2024

Profile

I am a Senior at James Madison University in the School of Media Art and Design, with a concentration in Creative Advertising and a minor in Communication Studies. I am a dedicated, creative worker looking to broaden my experience with marketing, social media, and design.

Experience

Dec 2021- May 2022
Wilmington, DE

The Siegfried Group

Marketing Intern

- Sourced articles and videos for Social Media content.
- Designed firm-wide event invitations.
- Created graphics and interactive content for Instagram stories
- Drafted blog posts and articles.
- Collaborated with the Marketing team to design the Siegfried Group's new website.
- Gained marketing experience working with a talented team while improving my design skills.

Birthdate Co.

Marketing Intern

- Created social media content for various media platforms.
- Observed product creation and production processes.
- Designed product labels and packaging
- Provided help and support to customers.

Phi Mu Fraternity

Public Relations Chair

- Managed all social media accounts promoting the organization and earning increased engagement.
- Designed visually compelling videos and graphics while maintaining a cohesive and appealing aesthetic.
- Lead content creation efforts, including shooting and editing videos.
- Planned and executed monthly content calendars.
- Served as an executive leader and role model for the chapter.

Education

2021- Present
Harrisonburg, VA

- Anticipated Graduation, May 2025

James Madison University

BA in Media Arts and Design

Concentration in Creative Advertising
Minor in Communication Studies

GPA: 3.3