



## CONTACT

Phone: (336) 406-5377  
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Instagram: @mckennalush  
Based in: Lexington, KY  
Open to relocation



## TECHNICAL SKILLS

Adobe Suite  
Canva  
Google Ads Certification (in progress)  
JMP and Tableau  
Shopify  
Sked



## PERSONAL ATTRIBUTES

Strong Attention to Detail  
Highly Collaborative  
Quick Learner  
Passionate about Design and  
Aesthetic



## PORTFOLIO WEBSITE

View my website for more details and designs!  
<https://mckennalush.wixsite.com/mckenna-lush>

# McKENNA LUSH

## EDUCATION

Graduated University of Kentucky | 08/2019 - 12/2022  
Summa Cum Laude | GPA: 3.9 | Graduated Early (3.5 years)  
Bachelors of Science in the College of Communication and Information  
Major:  
Media Arts and Studies  
Minors:  
Digital Media and Design  
Writing, Rhetoric, and Digital Media

## EXPERIENCE

### Calypso Boutique

Graphic Design | Content Creation | Fashion Consulting | Marketing | 05/2021 - Present

**Graphic and Web Design** - Created digital content for the website (headers, banners, home page, etc.), created graphics for social media (giveaways, collection launches, sales, campaigns, and promotions), and assisted in creation and execution of custom clothing designs

**Social Media Content Creation** - Created feed and story posts for Instagram and videos for TikTok that featured models, clothing, styled mannequins, flat lays, and campaign graphics, as well as planned and executed photoshoots and planned the Instagram feed

**Marketing and Rebranding** - Helped to rebrand the store and define a cohesive identity (designed new logo, store prints for decor, packaging stickers, thank you cards, etc.) and developed and executed campaigns and promotions

**Fashion Consultant and Buyer** - Assisted in clothing buying and style forecasting as well as dressed mannequin floor sets based on fashion trends and knowledge of our target customer

**Sales Associate** - Worked in customer service, processed inventory and clothing shipments

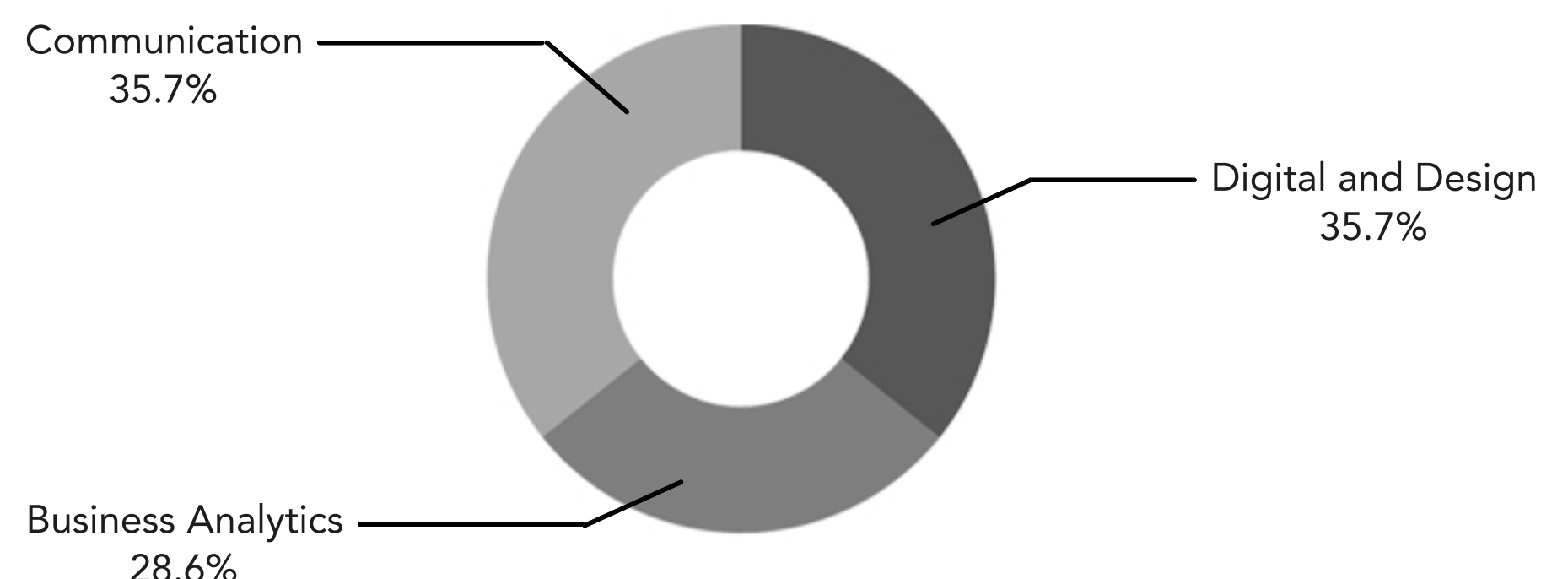
**Model** - Showcased clothing on the website as well as in TikTok and Instagram posts

### Study Abroad

Florence, Italy | 01/2022 - 05/2022

- Florence University of the Arts
- Explored other avenues of art, such as painting and photography
- Adapted to different cultures, building new relationships along the way
- Balanced time between studies and coordinating travel to 10 countries

## CLASSES



References available upon request