

MACKENZIE OVERMYER

Graphic Design + Marketing

Work Experience

Assistant Director of Digital Engagement

University of Cincinnati Alumni Association | Sep. 2021 - Present

- Manage all UCAA social media accounts
- Oversee the UCAA brand and facilitate a refresh of the organization's brand guide
- Create robust digital marketing plans annually incorporating web, email and social
- Collaborate with University partners on campaigns
- Manage all email communication for 332,000+ living alumni
- Create and manage all webpages
- Assist with Annual Giving fundraising efforts for #GivingTuesday and UC Day of Giving
- Launch and manage in-house brand ambassador program

Graphic Designer

G3 Marketing | Jan. 2021 - Sept. 2021

- Create print and digital promotional materials
- Manage multiple social media accounts and channels
- Provide real-time event social content via brand and athlete social media accounts
- Design event apparel and promotional products
- Create websites for upcoming events and campaigns
- Work with global brands to create unique customer experiences through social media and in-person events
- Capture photo and video content at events

Graphic Design Assistant

Xavier University Athletics | Aug. 2019 - Dec. 2020

- Oversee the development and implementation of a complete brand refresh for all XU Athletics assets
- Create print materials ranging from large format environmental graphics to schedule posters
- Design digital graphics for social media, web, and videoboards
- Assist with in-game marketing efforts

Graphic Designer

STG Brands | Jan. 2019 - Dec. 2019

Student Graphic Designer

University of Cincinnati Alumni Association | Oct. 2017 - May. 2019

Graphic Design Co-op

Fossil Group, Inc. | Aug. 2017 - Dec. 2018

Graphic Design Co-op

Indianapolis Motor Speedway | Apr. 2017 - Aug. 2018

Environmental Graphic Design Co-op

University of Cincinnati P+D+C | Jan. 2016 - Dec. 2016

Contact

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937.533.3298

Education

Bachelor of Science in Design

University of Cincinnati | Cum Laude

2014 - 2019

Marketing Minor

University of Cincinnati

Volunteering

Vice President

Camp Washington Urban Revitalization Corporation

Board of Trustees

Skills

Brand Management, Graphic Design, Art Direction, Design Thinking, Experiential Marketing, Creative Strategy, Project Management, Trend Research, Concept Development, Photography & Videography

Programs

Adobe Creative Cloud Suite, Adobe Experience Manager, Microsoft Office Suite, CEROS (Interactive Website Building Software)