

MAKENA DAWN

EDUCATION

Texas State University Fine Arts & Communication

Degree in Communication Design

McCallum High School Fine Arts Academy

Lamar Middle School Fine Arts Academy

ABOUT ME

I have worn many different hats and have experienced many different roles through my work experience. I adapt well, I'm motivated and very motivating. I enjoy leading teams across the finish line. I am passionate, upbeat, and I genuinely give my all in whatever I set out to achieve. It's exciting to see my ideas come to life. I pride myself on the fact that I have been promoted at every company I've worked. Everything in life comes down to an experience and I plan to make it the best one.

ACHIEVEMENTS

Chosen as 2019 "Design for Democracy" AIGA Artist

Multicultural Advertising Intern Program Coach

Silver Medal + Best Development Award

Texas State Hackathon

Texas State University Art Showcase

Director of the Year Award 2013 *Kidventure*

Director of the Year Award 2014 *Kidventure*

Only employee to receive "Director of the Year Award" twice within the 21 year old company

PERKS

Experience Design • Team Management • Team Building • Leadership • UI/UX • Strategic Thinking • Advertising • Art Direction • Library Systems • Innovative Problem Solver • Social Media Marketing • Customer Experience • Sales • Digital and Marketing Campaigns • Efficiency • Typography • Marketing Strategy • Branding & Identity • Photography • Research • Print • Magazine/Book Design

INTERESTS

Soccer • Poker • Snowboarding • Interior Design
Fishing • Painting • Board Games • DIY Projects
Home Renovating • Gardening • Coaching

EXPERIENCE

2019

TEL

Graphic Designer

Combined efforts with team to create internal + external campaigns

Implemented concepts and designs for trade shows, logos, and social media

Joined forces with global team to work closely on company brand book

Freelance Visual Designer

Maintained relationships with clients to create assets for businesses

Ideated marketing strategies, social media campaigns, + print/digital assets.

2016-2018

Towny

Marketing Design Manager / Art Director

Art Directed and Branded the entire startup-company with my team of 9

Collaborated with FI, Dev, Sales, and C levels for all marketing strategies

Handled all print material internally and externally

Created campaigns, executed through social media, print, web, and radio

V Creative

Experience Designer

Lead pow-wows with marketing and design team for new strategies on campaigns

Developed content for digital and print marketing strategies

Art directed and created all digital email marketing pieces

Refined internal library system for every department within the company

2012-2015

Kidventure

Director of Marketing + Design

Creative director for print, web, and social media campaigns

Developed social media & marketing strategy for the future of the company

Transformed the company into what it is today, helped expand and surpass all goals

2008-2012

Kidventure

Site Director

Led the largest site and team in Texas and on boarded and trained all new staff

Provided an organized a professional and fun environment for employees

Managed a team of 13+ and handled all day to day operations for the business

Implemented curriculum + implemented many marketing strategies for enrolment

2006-2009

Fortune High Tech Marketing

Director of Marketing Strategy

Interacted with individuals to promote and sell products

Held bimonthly staff meetings and kept an open door policy

Maintained a strong team and continued to expand the company

2003-2006

Segler Enterprises

Sales Marketing Manager

Top 10 highest sales in the Austin market for 3 years

Managed a store and team of 8 and to becoming highest store sales nationwide

Ranked highest sales employee nationwide for consecutive months

“Makena's energy and passion for what she does has a direct impact on the results of her work. Over the course of her time with Kidventure she has demonstrated the capacity not just to work well with others, but to lead and bring out the talents and skills in those around her. She is creative but applies that creativity to practical application and solution helping us innovate and provide a better service”

Ceo of Kidventure
Mike McDonnell

MAKE A MOVE

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