

Mikhaila Grace Markham

www.mikhailamarkham.com

Relevant Experience

Media and Marketing Intern

Greater Gratiot Development, Inc., Ithaca, MI

June - December 2016

- Directed a series of informational videos to promote local industrial park properties
- Created various graphics including posters, postcards, infographics, and logos
- Updated all social media platforms and managed the Gratiot County Quilt Trail website
- Increased social media following by over 33% through data analytics and brand humanization

Social Media Team Member

United States Inter Regional Championship, Grand Rapids, MI

July 2016

- Documented competition with action and behind-the-scenes photography and videography
- Created social media content and ensured consistency of voice across all media platforms
- Produced Facebook Live streams reaching over 3,000 viewers each

Fitness and Wellness Technician and Designer

Cecil College, North East, MD

August 2013 - January 2015

- Produced digital and print event advertising and permanent facility signage
- Designed and distributed monthly newsletters and bulletins to a campus-wide audience
- Directed the Fitness and Wellness Center Rules and Regulations video to improve student safety

Multimedia Designer and Social Media Specialist

Freelance, Perryville, MD

January 2012 - Present

- Designed high-quality packaging and logos for small businesses and international conferences
- Created infographics, book covers, DVD sleeves, and safety videos for a variety of customers

Education

Bachelor of Arts, New Media Studies

Alma College, May 2017

Summa cum laude

Associate of Applied Science, Visual Communications

Cecil College, May 2015

4.0 GPA

Software

- Adobe Photoshop, Lightroom, Illustrator, Premiere Pro, and After Effects
- Microsoft Word, PowerPoint, Excel
- Final Cut Pro