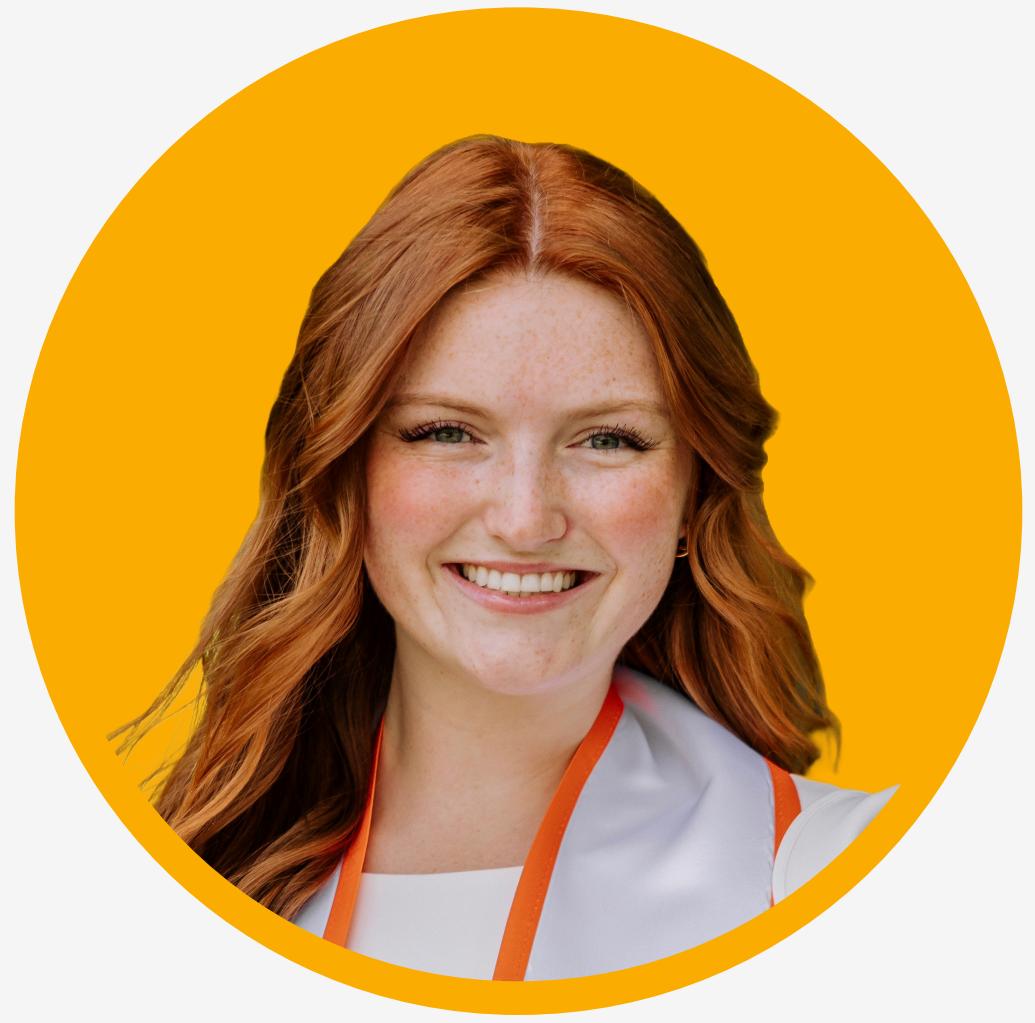


Hello, I'm



Everett Hurst
Creative

ASK ME MORE

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ABOUT ME

Creative and team-oriented, future art director, with a keen eye for detail and a passion for visual storytelling.

SKILLS

Hard Skills: High proficiency in Adobe Photoshop, InDesign; Proficient in Illustrator, Premiere Pro, After Effects

Soft Skills & Certifications: Communications, Research, Writing; TikTok 101, Instagram for Marketing, Social Media Strategy

WORK EXPERIENCE

Social Media Strategy Consultant & Graphic Designer

Flint Global Feb – May 2024

- Researching and auditing current social media accounts and metrics.
- Contributing strategies for outreach, engagement, and social media presence for company development.
- Using brand kit and social media strategy to create optimal graphics or brand events and announcements.

Advertising Designer

The Daily Beacon at the University of Tennessee Nov 2022 – Aug 2023

- Creating design concepts, magazine layouts, and flyer campaigns.
- Extensive detail work in Adobe Illustrator and InDesign.
- Experience working within a creative team, sharing responsibilities and creative collaboration.

Merchandise Coordinator

Alpha Omicron Pi at the University of Tennessee Nov 2020 – Nov 2021

- Communicating with a merchandising company, placing orders, scheduling orders, and organizing group merchandise handouts.
- Coordinating with the schedule of the Chapter and schedule of planned events.
- Brainstorm, Mock-up, and design the merchandise with B-Unlimited Co.



RELEVANT PROJECTS

EMPOWER – Student Government Association Campaign

University of Tennessee – Knoxville Sept 2020 – April 2021

- Participating in Student Government campaign planning and execution.
- Organizing and designing social media content for elections, audience engagement, and promotions.
- Establishing the visible elements of the campaign such as color scheme, typography, and Adobe Photoshop imagery.

EDUCATION

2020 - 2024

Bachelor of Science in Communication,
Tombras School of Advertising and Public Relations
University of Tennessee – Knoxville

2024 - Present

Master's degree in Advertising and Public Relations,
University of Tennessee – Knoxville