

danielle kaply

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overview

As a multimedia Graphic Designer, I've polished my creative skills within several marketing teams, managing initiatives for local and large-scale brands. My creativity extends beyond my career, influencing hobbies like painting, cooking, and music where I approach each project with passion and a keen eye for detail. Committed to lifelong learning, I actively seek new challenges to infuse fresh perspectives into my work.

skills

- Advanced Adobe Photoshop, InDesign, Illustrator, Canva, Hootsuite, SOCi, Sprout Social
- Proficient in Adobe Premiere Pro, iMovie, After Effects, Adobe XD, and Figma
- Video/GIF production
- Photo manipulation and retouching
- Copywriting
- Meta, LinkedIn, and Google advertising
- Basic Spanish

education

B.A. Creative Advertising

Loyola University Chicago
August 2017 — May 2021

Magna Cum Laude

Minors in Visual Communication
and Studio Art

experience

Creative & Digital Associate

All Points Public Relations, Deerfield, IL
April 2023 — Present

- Social media design, writing, management, analytics, and advertising
- Email, banner ad, print, and digital graphic design
- Client management and copywriting

Graphic Design & Marketing Specialist

Sunset Foods, Highland Park, IL
January 2022 — April 2023

- Social media, in-store signage, weekly grocery flyer, brochures, infographics, logos, newsletter design
- Coordinated and designed promotional content for a wide range of brands, from small local companies to large entities such as Instacart® and The Cheesecake Factory®
- Copywriting

Graphic Design Intern

CoreFX Ingredients, Evanston, IL
July 2021 — December 2021

- Collaborated on logo redesign and established a set of brand guidelines
- Utilized new style guides in print, social, web, and tradeshow marketing materials

Media & Graphic Design Intern

Zora Digital, Chicago, IL (remote)
January 2021 — April 2021

- Executed ideas following creative briefs, and presented concepts in a business environment
- Designed social media posts and print materials
- Conceptualized and pitched ad campaigns for clients