

HELLO, I'M...

McCALL Cox

SUMMARY

A creative professional with varied experience, specializing in graphic design & UI web development. Proficient in Adobe Creative Cloud software with experience in team leadership, I aim to enhance brand visibility through innovative marketing materials & engaging photography, resulting in increased audience engagement & elevated brand identity.

CONTACT ME

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PORTFOLIO

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INSTAGRAM

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LINKEDIN

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SKILLS

- Adobe Creative Cloud (*Illustrator, InDesign, Lightroom, Photoshop, XD*)
- UI web development (*Wix, Wordpress, Squarespace*)
- Photography and videography
- Social media management (*Sked, Instagram, Facebook, Hootsuite*)
- Presentation design (*Keynote*)
- Digital illustration (*Procreate*)
- Microsoft Excel and PowerPoint
- Graphic and layout design
- Creative writing
- Team leadership
- Collaborative teamwork
- Analytical troubleshooting

ACHIEVEMENTS

ADVERTISING CAMPAIGNS CAPSTONE WINNER

Winning campaign for capstone advertising course for client PHIMA

ORGANIZATIONS

PHI SIGMA SIGMA

Panhellenic sorority, Xi Chapter

References available upon request

WORK EXPERIENCE

COPPERZ BREWING CO. | HAMBURG, PA

Creative Director, January 2020 -

- Created logo, wordmark, color palette, & comprehensive style guide
- Supplied original photographs for website & social media platforms
- Designed website using Wix & analyzed website performance metrics
- Produced diverse branded marketing materials to enhance visibility
- Illustrated stylized portraits & created engaging graphics
- Crafted various menus for brewpub operations

Assistant Manager, December 2021 -

- Assisted in managing daily operations & team coordination
- Trained new employees on company policies & safety procedures
- Addressed customer inquiries & resolved staff conflicts to maintain a positive workplace
- Provided guidance & support to junior staff on daily tasks, & objectives

FREELANCE ARTIST

Web & Graphic Design, June 2018 -

- Designed diverse web & graphic projects for numerous clients
- Partnered with diverse clients to enhance their brand identity & achieve goals
- Delivered tailored photography solutions for multiple clients
- Drafted proposals for projects & maintained financial billing

NIMBLIST | LANCASTER, PA

Contract Designer, April 2019 - December 2019

- Collaborated on web template design, improving user experience
- Developed graphic designs for print & web, enhancing brand visibility
- Curated images & crafted text for company portfolio website, elevating identity
- Provided original photographs for website & social media
- Maintained social media accounts via content calendar

ALPHAGILITY | EASTON, PA

Content Administrator, September 2018 - November 2018

- Retouched images in Photoshop & designed web templates to enhance brand
- Developed engaging graphics & images for email marketing campaigns

JUMP PHILLY | PHILADELPHIA, PA

Photographer & Journalist, October 2015 - May 2018

- Published music articles online, engaging diverse audiences with analysis
- Reviewed live shows & conducted artist interviews to share insights with readers
- Captured & edited photos to enhance visual storytelling

MEISTER-COX ARCHITECTS | WYOMISSING, PA

Content Creator, May 2017 - September 2017

- Redesigned website to enhance UI/UX & tracked analytics for performance insights
- Captured photographs for website & social media, showcasing brand identity
- Managed social media accounts by scheduling posts in a content calendar

SANTANDER ARENA | READING, PA

Marketing Associate, May 2017 - August 2017

- Created advertisements for concerts for internal & external media
- Collaborated with manager to develop marketing proposals & budgets
- Supplied photographs to enhance online presence on the website & social media

THE REDISCOVERY CENTRE | DUBLIN, IRELAND

Photographer & Marketing Intern, January 2017 - April 2017

- Captured photographs to enhance visual content for website & social media
- Created infographics & text for website blog to improve audience engagement
- Worked alongside diverse team, gaining practical, professional experience

EDUCATION

TEMPLE UNIVERSITY | PHILADELPHIA, PA

B.A. in Advertising, May 2018

- Concentration in Art Direction; Minor in Cognitive Neuroscience
- 3.5 Cumulative GPA
- Recipient of Dean's Scholarship & Dean's List
- Coursework included: Advertising Campaigns, Digital Design Tools, Art Direction I & II, Digital Media & Advertising, Layout Design, Marketing Communication, Writing for Journalism, Journalism & Society, Elements of Writing, Digital Photography
- SMC Study Away Program at Dublin Business School in Dublin, Ireland