

HELLO, I'M McCall Cox



CONTACT ME

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SOCIAL MEDIA

Portfolio: www.mccallcoxdesign.com

Instagram: [@mccallcoxphotography](https://www.instagram.com/mccallcoxphotography)

LinkedIn: www.linkedin.com/in/mccall-cox

ACHIEVEMENTS

ADVERTISING CAPSTONE COURSE WINNER

- Winning campaign for capstone advertising course at Temple University for client PHIMA

ORGANIZATIONS

PHI SIGMA SIGMA

- Panhellenic sorority at Temple University, Xi Chapter

APERTURE AGENCY

- Photography club at Temple University

SKILLS

ADOBE CREATIVE CLOUD

- Illustrator, InDesign, Lightroom, Photoshop, XD

ADDITIONAL SKILLS

- Photography, Wix, Wordpress, Instagram, Facebook, Hootsuite, Sked, Microsoft Excel, Microsoft Powerpoint, Keynote, Procreate
- Passionate, dedicated, detail-oriented, team player, analytical troubleshooter

WORK EXPERIENCE

FREELANCE ARTIST

Web & Graphic Design, June 2018 -

- Create a variety of web designs, graphic projects, photography for an array of clients (see online portfolio for updated work)

COPPERZ BREWING CO. | HAMBURG, PA

Creative Director, January 2020 -

- Created logo, wordmark, color palette & style guide
- Provided original photographs for website & social media
- Designed website via Wix & tracked website analytics
- Created a variety of branded marketing materials
- Illustrated stylized portraits & designed graphics
- Designed various menus for use in brewpub

NIMBLIST | LANCASTER, PA

Contract Designer, April 2019 - December 2019

- Created a variety of graphic designs for print & web use
- Assisted in designing web template for a client
- Provided original photographs for website & social media
- Curated images & text for company portfolio website
- Maintained social media accounts via content calendar

ALPHAGILITY | EASTON, PA

Content Administrator, September 2018 - November 2018

- Retouched images via Photoshop & designed web templates
- Created graphics & images for email marketing

JUMP PHILLY | PHILADELPHIA, PA

Photographer & Journalist, October 2015 - May 2018

- Music publication published in print quarterly & online daily
- Photographed & reviewed shows in Philadelphia, as well as interviewed artists

MEISTER-COX ARCHITECTS | WYOMISSING, PA

Content Creator, May 2017 - September 2017

- Redesigned website via Wix & tracked website analytics
- Provided original photographs for website & social media
- Maintained business social media accounts via content calendar

SANTANDER ARENA | READING, PA

Marketing Associate, May 2017 - August 2017

- Assisted manager to prepare marketing proposals & budgets
- Designed advertisements for upcoming concerts to be used by the company & other media sources
- Provided original photographs for website & social media

THE REDISCOVERY CENTRE | DUBLIN, IRELAND

Photographer & Marketing Intern, January 2017 - April 2017

- Semester internship through SMC Study Away Program
- Provided original photographs for website & social media
- Assisted in creating infographics & text for website blog posts

EDUCATION

TEMPLE UNIVERSITY PHILADELPHIA, PA

B.A. in Advertising, May 2018

- Concentration in Art Direction
- Minor in Cognitive Neuroscience
- 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