AUDREY TRENT

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WORK

LATE NIGHT MED SPA | APRIL 2024- PRESENT | CHICAGO, IL
Website Designer and branding for newly opened medical spa business. Established a visual identity and logo for company and created the business website's design, layout, and user interface. Delivered a ready to publish custom website through a site builder service to allow for independent client maintenance and content management.

SKIRT PR | AUGUST 2019 - PRESENT | CHICAGO, IL
Social Media Management and Content Creator for several clients. Planning and creating content including photos, graphics, videos and copy. Assist in the implementation of paid and organic influencer partnerships and seeding. Planning and executing new product launches and planning/directing local events.

NICER COLLABORATIVE | AUGUST 2016- JANUARY 2019 | CHICAGO, IL
Graphic Designer for small creative studio with clients including large real estate company and small and/or local businesses. Work included various print and digital ads, marketing materials (mailers, emails, flyers) and social media content. Assisted with large scale outdoor ads, website mock-ups, and company branding.

QUICKSILVER ASSOCIATES | APRIL 2015- JULY 2016 | CHICAGO, IL
Digital Designer for business to business marketing. Created streamlined yet effective presentations, webpages, emails, interactive elements, and other visual aids from complex concepts and extensive information.

UNIVERSITY OF MICHIGAN | JUNE 2010-JUNE 2011 | ANN ARBOR, MI
Graphic Designer for University Unions (part-time). Developed and executed various print and digital projects for Union student-run organizations, building events, and cash operations. Projects included large scale outdoor advertising, t-shirts, and annual reports.

EDUCATION

UNIVERSITY OF MICHIGAN | SCHOOL OF ART & DESIGN
Bachelor of Fine Arts, *Cum Laude*

SKILLS

▪ Content Creation & Development ▪ Adobe InDesign ▪ Adobe Illustrator ▪ HTML/CSS
▪ Adobe Photoshop ▪ Adobe Creative Cloud ▪ Photography ▪ Marketing ▪ Copywriting
▪ Branding ▪ Digital Design ▪ Public Relations ▪ Social Media Management & Marketing
▪ User Interface (UI) ▪ Website Design ▪ Wordpress ▪ Microsoft Office ▪ Email Design
▪ Customer Service ▪ Search Engine Optimization (SEO)

CONTINUING EDUCATION

PROFESSIONAL CERTIFICATES
Google User Experience (UX) Design, Google Data Analytics, Google Digital Marketing and E-commerce, Prompt Engineering for AI