

KAYLA ZANGER

Social Media Specialist & Graphic Designer

ABOUT ME

I am seeking a creative role focused on social media and digital content, where I can apply my skills in art direction, graphic design, and content creation to develop engaging campaigns. With a results-driven mindset and a strong eye for visual storytelling, I aim to help brands build stronger connections with their communities and deliver impactful experiences.

PROFESSIONAL EXPERIENCE

Social Media Specialist

Hunch Free *June 2025 - Present*

- Serve as the primary point of contact for multiple clients ensuring deliverables align with brand standards.
- Create, schedule, and publish social media content leveraging platform analytics and performance insights to refine strategies and increase reach.
- Design materials for events under tight deadlines while maintaining high-quality standards.
- Leading the logo refresh project for the Macomb County Chamber of Commerce establishing visual direction and delivering a unified brand system across platforms.

Community Relations Marketing Intern

City of Sterling Heights *May 2024 - May 2025*

- Within the first 3 months of managing the Fire Department's social media accounts, Facebook reach increased by 4,604% and Instagram by 1,265%.
- Created a visual identity system for the Pathway to Play & Preservation millage and developed print materials such as brochures, voting flyers, and posters.
- Produced promotional materials across various departments including an informational gazebo, a hiring event display, and supplementary social media content for the Police Department, Library, and more.

CONTACT

Mobile Phone: (586) 233-3092
E-Mail Address: knzanger@gmail.com
Website Link: kaylazanger.com
Instagram: kaylazconcepts

SKILLS

- Campaign Ideation & Creation
- Social Media Marketing & Strategy
- Long-Form & Short-Form Content
- Marketplace & User Research
- Visual Identity & Brand Guidelines
- Commercial & Motion Design
- UI/UX Conceptual Based Design
- Photography & Videography
- Typography & Copywriting
- Analytics Performance Tracking
- Time & Project Management

TOOLS & TECH

- Adobe Creative Suite
(Photoshop, Illustrator, InDesign, After Effects, Premiere Pro)
- Canva
(Social media graphics, presentations, brand toolkits)
- Microsoft 365
(Word, Excel, PowerPoint, Outlook, Teams, OneDrive)
- Google Workspace
(Docs, Sheets, Slides, Drive, Meet, Calendar)
- Social Media Management
(Meta Business Suite, Cloud Campaign, Semrush)

EDUCATION

College for Creative Studies

Bachelor of Fine Arts (High Honors)
Major: Advertising Design

AWARDS

- | | |
|--------------------------|-------------|
| • President's List | (2021-2025) |
| • Dean's List | (2022-2025) |
| • AAFGF Scholarship | (2025) |
| • Gold AAFGF Award | (2025) |
| • Silver AAFGF Award | (2025) |
| • Silver AAFGF Award | (2023) |
| • D Show Best of Student | (2025) |