

# 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  
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**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)