

KAYLA ZANGER

Social Media Specialist & Graphic Designer

ABOUT ME

I am seeking a creative role focused on marketing and communications 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 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 contact across multiple accounts, managing creative deliverables and workflows.
- Develop brand identities and visual systems, translating brand strategy into cohesive creative direction, guidelines, and digital and print applications.
- Conceptualize and design cross-channel creative assets, including social content, print collateral, billboards, digital displays, event graphics, and web assets.
- Strategize and execute organic and paid social campaigns, leveraging audience targeting and platform analytics to drive measurable campaign results.
- Lead on-site event coverage and direct photography to maximize real-time and post-event marketing performance.

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%.
- Developed the visual identity for the Pathway to Play & Preservation millage and produced cross-department campaign assets, including brochures, voting materials, event displays, posters, and social media graphics.

CONTACT

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

SKILLS

- Graphic Design & Brand Identity
- 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

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)