



CARLY CIVELLO

creative. candid. curious.

CONTACT

cncivello@icloud.com

717.307.1397

@carlycivello

carlycivello.com

SKILLS

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Adobe Premiere Pro

Adobe Lightroom

Adobe After Effects

Adobe XD

Agorapulse

Sprout

Hootsuite

Microsoft Suite

Google Apps

WordPress

Wix

French (Intermediate)

CERTIFICATIONS

- Google Ads Search Certification (August 2021)
- Google Measurement Certification (August 2021)
- COVID-19 Small Business Consultant (October 2020)

AWARDS

- Philadelphia Club of Advertising Women Scholarship | April 2021
- Top Junior in Advertising | Temple University | April 2021
- Employee of the Year | The Temple News | May 2021
- Advertising Departmental Award | Temple University | April 2020

RELEVANT EXPERIENCE

Art Director | Department of Advertising and PR at Temple University Philadelphia, PA | December 2021-Present

- Design logo and website for a Klein GO Winter course
- Create advertisements for course symposium
- Work closely with course professor in planning promotional materials for symposium

The Temple News | May 2020-Present

Graphic Designer | Philadelphia, PA | October 2021-Present

- Illustrate graphics for print and online publication
- Conceptualize artwork for opinion articles

Assistant Design Editor | Philadelphia, PA | May 2021-October 2021

- Illustrated graphics for stories on a weekly basis
- Supervised a team of six student freelancers
- Designed infographics for social media accounts
- Created the logo for The Temple News centennial

Advertising Manager | Remote | May 2020-May 2021

- Supervised a sales staff of 10 students
- Coordinated with third-party advertisers on a weekly basis
- Negotiated advertising sales with clients (generated \$28,695.18 of independent sales during the fall semester)
- Calculated and reported sales data at weekly production meetings

Senior Digital Consultant | Institute for Business Information and Technology at Temple University | Remote | June 2020-December 2021

- Designed logos, social media guides, and websites for five businesses and nonprofits suffering during the pandemic
- Wrote copy for websites and advertisements
- Formulated plans to increase engagement on newsletters and social media
- Coordinated with other consultants and clients to meet 10-day project deadlines

Intern | Flytedesk | Remote | June 2021-October 2021

- Designed promotional items for student media conferences and events
- Worked independently with vendors and printers to deliver finalized promotional materials
- Wrote copy and developed graphics for two educational guides for student media organizations

Graphic Designer | Temple University Graphics Media Center | Remote | August 2020-May 2021

Social Media Intern | TGC Worldwide | Remote | June 2020-August 2020

Social Media and PR Intern | Histoury | Remote | January 2020- August 2020

EDUCATION

Temple University | Klein College of Media and Communication | Philadelphia, PA
B.A. in Advertising with Concentrations in Art Direction and Copywriting | GPA 3.99
Graduation Date: May 2022