

# Bria Walker

Phone: 713-858-6688

Email: info@briawalkerdesigns.com

Houston, TX

## EXPERIENCE

**Texas Caribbean Students Organization** Jan. 2022 - Present  
*Marketing Director*

Steer expertise in creating innovative and visually appealing graphics/designs as well as maintaining the website. Train and guide a team of volunteers for social media management.

- Developed and executed a robust strategy, resulting in increasing Instagram page's growth by 11.1% and generating 55,143 impressions for the year 2022.

**Bria Walker Designs** Jul. 2021 - Present  
*Freelance Graphic Designer*

Create a wide range of graphics and layouts for product illustrations, company logos, and websites for new or existing brands in the lifestyle and e-commerce space. Conceptualize and plan design concepts by evaluating relevant information and materials. Communicate with clients on regular basis to identify clients' requirements regarding layout and design.

- Created an e-commerce store for businesses, increasing some revenues by 3%.
- Managed and designed creative content, resulting in a 50% increase in account engagement and a 13% increase in website engagement.

**Acadia.io** Aug 2021 - Jan. 2022  
*Social Media Marketing Intern*

Provided assistance to the Head of Socials in developing paid and organic content for publishing across several social media platforms for clients, such as Instagram, Facebook, Twitter, and YouTube. Managed accounts and monitored performance by leveraging social media marketing tools, including Hootsuite, Google Analytics as well as Facebook and Instagram insights.

- Delivered exceptional support to the Head of Socials in developing and launching several successful social media initiatives, resulting in maximizing brand awareness.
- Accomplished a 30% boost in website traffic within five months by evaluating and modifying Acadia's digital marketing strategy in collaboration with the Marketing Manager.

## EXTRACURRICULARS

**Texas Caribbean Students Organization** Aug 2020 - Dec.2021  
*Student President & Marketing Manager*

- Closely managed social media and created content to raise awareness for events and fundraisers.
- Worked alongside the executive board to plan events and raise awareness for the Nonprofit.

## PROFILE

Creative and detail-oriented professional with proven expertise in conceptualizing and creating graphics, illustrations, corporate logos, and marketing collateral as per client's specifications. Adept at designing all social media posts, event flyers, and marketing materials to maximize web traffic and engagement across all digital platforms.

## EDUCATION

Bachelor of Arts, Art  
m. Technology Leadership and Innovation

**University of Houston, Houston**

## SKILLS

- Cross - Functional Collaboration
- Brand Identity Design
- Social Media Marketing
- Content Creation
- Event Planning
- Basic HTML & CSS
- Content Design & Creation
- Webflow
- Editor X
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Layout & Print

## LINKS

[LinkedIn](#)

[Portfolio](#)