

BAILEY SEITTER

//CONTACT

Portfolio

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//EXPERIENCE

Insightpool

Atlanta, GA | September 2016-Present

Social and Visual Content Coordinator

- Research, write, and design marketing collateral to promote lead gen and assist sales (examples: eBooks, sales one-sheets, case studies, videos, social media graphics, website graphics)
- Lead social and content strategy, including writing, designing, and editing content for Insightpool's blog and social media accounts (Twitter, Facebook, LinkedIn, Instagram)
- Create website's graphics and landing pages to reflect product updates and current inbound marketing campaigns

RadiusOnline

Atlanta, GA | August 2014-September 2016

Designer

- Created digital marketing and communication collateral (examples: emails, landing pages, eBooks, pay-per-click ads)
- Designed mockups for advanced edits for clients' websites and worked closely with a team of project managers and developers to ensure edits were completed to company standards
- Collaborated with other departments to help meet any company-wide design needs such as sales decks, training guides, and billing materials

Powering a Nation

UNC-CH | May-July 2014

Graphics Editor

- Created style guide
- Designed static, interactive and motion graphics as well as marketing materials; assisted in copy-editing and web programming

Synapse Magazine

UNC-CH | August 2013-April 2014

Art Director

- Designed style guide
- Created layouts for iPad, iPhone and Kindle Fire, static and interactive graphics and marketing materials

//PROFESSIONAL SKILLS

Advanced:

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe AfterEffects
Wordpress
HubSpot

Basics:

CSS/HTML
Pardot
iMovie
Final Cut Pro

//EDUCATION

Bachelor of Arts in Journalism with a focus in Editing & Graphic Design

Business Minor

University of North Carolina at Chapel Hill

Graduated:

May 2014 with Highest Distinction

GPA: 3.8

Kappa Tau Alpha national honor society