

TAEZA

YOUNGBLOOD

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EDUCATION

M.A. Interactive Media
Elon University

B.S. Graphic Communications
NC A&T State University
GPA: 3.89

TOOLS

- Adobe Creative Suite (After Effects, Dreamweaver, Edge Animate, Illustrator, InDesign, Photoshop, Premiere Pro, Lightroom)
- Microsoft Office (Word, Excel, PowerPoint)
- HTML5/CSS3
- WordPress
- MailChimp
- Brackets
- Sketch
- iMovie

INVOLVEMENT

DIGITAL CONTENT STRATEGIST
Allied Churches of Alamance Co.,
2016

DESIGN CAMP INSTRUCTOR
NC A&T SU - Summer Camp, 2014

COMMUNICATIONS MANAGER
SHRM - NC A&T SU Student Chapter,
2013-2014

WEBMASTER
Alpha Lambda Delta Honor Society,
2012 - 2013

EXPERIENCE

CONTENT PRODUCER

Ignite Social Media
Cary, NC
2017 - Present

- Plan and produce video and photo shoots to capture different brand's products for use on social
- Produce written content for social and marketing blog posts
- Maintain an understanding of industry trends and best practices

CONTENT PRODUCER

Cultured Brand Apparel
Raleigh, NC
2017 - 2018

- Produced visual content including videos, graphics, and photos for brand's social media channels
- Refurbished social media accounts to broaden outreach
- Reached out to locals to act as social media influencers for the brand

DESIGN INSTRUCTOR

NC A&T State University
Greensboro, NC
2016-2017

- Taught undergraduate students in graphic design, video production, web design, and social media-related courses
- Utilized new skills and info to improve teaching performance and knowledge on each subject that I was assigned
- Possessed strong organization and communication skills

SOCIAL MEDIA MANAGER

Destination Sierpe
Sierpe, Costa Rica
2015-2016

- Collaborated to create an original, interactive website to promote tourism
- Conducted interviews with business owners
- Worked with a videographer to stage video and photo shoots
- Refurbished social media accounts to broaden outreach

DESIGN INTERN

CTNC - Max Mukelabai Intern
Durham, NC
2013

- Developed marketing materials for the organization I was assigned to
- Worked with a team to rethink a local organization's website to make it more user-friendly

EXPERTISE



INTERACTIVE & VISUAL DESIGN

- Graphic Design
- User Interface (UI)
- Typography Design
- Web Design
- Wireframing



CONTENT CREATION

- Digital Storytelling
- Video Production
- Motion Design
- Photography
- Social Media Content



STRATEGY & SOCIAL MEDIA

- Prototyping
- User Experience (UX)
- User Personas
- Usability Test
- Social Media Strategy
- Copy Writing