

Casey Griffith

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EDUCATION

University of North Carolina at Chapel Hill

B.A., Media and Journalism (December 2024)

EXPERIENCE

Communications Specialist, **Duke University Graduate School**, Durham, NC January 2025-

- Write original news, recognition, and feature content highlighting the faculty, students, and staff of TGS.
- Design original graphics, use graphic templates, and create layouts for print and digital publication to support TGS communications initiatives while adhering to Duke University branding standards.
- Collaborate with Associate Dean of Communications & Marketing on communications efforts through media such as newsletters, a digital annual report, and regular website updates and edits to the TGS website using Drupal's content management system.
- Support units in the planning and creation of a campaign to celebrate the school's centennial in 2026.

Graphic Designer, **Media Hub**, Chapel Hill, NC August-December 2024

- Worked with a team of other student journalists to produce professional-level news packages on stories relevant at the local, state and national levels. Focus on designing accompanying graphics and preparing pitch materials for outside publication.

Communications Intern, **Duke University Graduate School**, Durham, NC March-December 2024

- Developed graphics for social media channels regarding upcoming events and important information.
- Collaborated on developing The Graduate School's Annual Report by designing the site within Carrd with special attention to typography, photography, and navigability.

Graphic Designer, **The Daily Tar Heel**, Chapel Hill, NC February-December 2024

- Collaborated with reporters to design visually engaging graphics relevant to published stories for print and online publication.
- Worked with the design team to build streamlined pages for weekly print editions and special publications of the newspaper in Adobe Illustrator.

Fellow, **NC Governor's School East**, Raleigh, NC Summers of 2022 and 2023

- Communications Team: Assisted in the development of the annual summer book by attending and photographing classes and campus events; assisted in documentation of major campus events such as performing arts concerts.
- Area III: Attended and co-led Area III (moral & ethical dilemma) classes to strengthen team-building and foster open communication among students.
- Resident Assistant: Assisted in supervising 60 hall residents, raising awareness about campus events and responding to conflicts, requests and emergencies.

Communications Team Member, **UNC Campus Y**, Chapel Hill, NC August 2020-May 2021

- Collaborated with team members to expand social media channels to a following base of 6,000 across all platforms.
- Assisted with capturing and analyzing social media metrics on Instagram and Facebook.
- Worked with team members to raise overall engagement with the organization by developing engaging online content such as story takeovers and Q&As with member student organizations.

RELEVANT COURSES

Information Graphics Spring 2023

- Used Adobe Illustrator and Photoshop to design three infographics with prompts of entertainment, how-to/beginner's guides and free choice.
- Served as co-assistant art director in the development of a class-wide magazine on the topic of reproductive justice, helping to design the style guide and reaching out to credible sources to speak to the class on our topic.

Foundations of Graphic Design Fall 2022

- Used Adobe Illustrator to develop a personal identity design, including a logo, business card and letterhead.
- Used Adobe Photoshop and Illustrator to design promotional posters for a local event.
- Used Adobe InDesign to design three magazine spreads promoting a film.

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News Editing

Spring 2022

- Learned AP Style and how to edit for clarity and conciseness.
- Practiced writing original headlines, captions and tweets for news stories online or in print, with focus on SEO for digital content.
- Collaborated with feature writing students to edit and post online articles.

SKILLS

AP Style | Adobe Illustrator | Adobe Photoshop | Adobe InDesign | Adobe XD | Buffer Social Media Management | Drupal | Carrd | Canva | Intermediate Spanish | Novice American Sign Language | iContact |