

Contact

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Address:
8041 New River Dr
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Orlando, FL 32821

Portfolio:
geppertgraphics.com

Education

2019
Bachelor of Arts in Visual Communication
Spring Arbor University

Expertise

Adobe Creative Suite
Photoshop, InDesign, Illustrator, Premiere Pro, After Effects

Google Suite
Docs, Sheets, Slides, Forms

Mailchimp
Email marketing

Planable
Social media content management software

Squarespace
Website building software

WordPress
Website building software

Planning Center
Church management system

Subsplash
Church management system

Photography
Sony a7iii, Sony a7iv, Canon systems

Video Direction

Copyediting

Photoediting

Volunteer Management

MAKANA GEPPERT

Social Media | Graphic Design | Marketing

Motivated creative professional with experience in graphic design and social media. Experienced at building and maintaining a brand identity, with a multifaceted approach to campaigns. Works well in a collaborative environment, and uses analytics to inform marketing decisions.

Experience

● July 2021–Present

Mount Hope Church | 202 S Creyts Rd, Lansing, MI 48917

Graphic Designer/Social Media Coordinator

Responsible for daily content management and analysis of ten social media accounts across different platforms including Facebook, Instagram, and YouTube. Manage newsletters in both physical and digital media along with regular email campaigns. Contributed to the planning and execution of events, and promoted with multimedia campaigns utilizing photo, video, mail, signage, and email elements in tandem. Scheduled day-of photography and videography for church services and special events, and directed video content for both long-form and short-form use.

● March 2020–June 2021

Summit Academy North Elementary | 28697 Sibley Rd, Romulus, MI 48174

Independent Paraprofessional

Worked one-on-one with students within the special education department. Adapted duties and teaching methods to a virtual setting due to the COVID-19 pandemic and its restrictions.

● August 2018–August 2019

Spring Arbor University | 106 E Main St, Spring Arbor, MI 49283

Graphic Designer for Student Government

Designed posters for various campus events using the Adobe Creative Suite. Managed multiple projects and requests on a deadline.

Design Editor for The Pulse Student Newspaper

Created and edited article layouts using Adobe InDesign. Trained and guided new designers to work within formatting restrictions, following an established brand guide. Communicated via email with print company to place orders.

Social Media Intern for White Library

Built a design style guide for White Library including logo, color and font guidelines. Created a social media strategy to drive engagement and share events with students and the community. Used Adobe Creative Suite and Canva together to create templates for future use.

Reference

Roger Ackerman

Marketing Director, Mount Hope Church

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Madison Wesley

Client Service Representative, Financial Strategies Group

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