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PROFESSIONAL SKILLS

- Adobe Creative Suite
 - Indesign
 - Photoshop
 - Illustrator
 - Acrobat
- Canva
- WordPress CMS
- Wix Studio
- Basic HTML/CSS
- Google Data Analytics
- Microsoft Office
- Google Docs
- Strong typography and layout skills
- Asana Project Management Software
- Excellent communication and collaboration skills
- ChatGTP (AI) for photo enhancement and content improvement

EDUCATION

Bachelor of Science in
Advertising & Public Relations
with Graphic Design emphasis

Grand Valley State University
Allendale, MI

CAREER SUMMARY

Dynamic and enthusiastic graphic designer with a strong passion for both graphic design and marketing. Committed to delivering high-quality work while meeting deadlines and exceeding client expectations. Skilled in customer interaction, project coordination, and planning, with a proven track record of successful collaboration with vendors.

EXPERIENCE

Kruse Design

July 2024 - Present
Part-Time

Graphic Designer / Office Assistant / Project Manager

- Assist team on a variety of projects such as website, social media posts, print pieces, PowerPoint presentations, trade show, and promotional items.
- Utilized Adobe Creative Suite to create high-quality graphics, photo edits, and digital illustrations.
- Worked on WordPress websites, such as Divi, using the CMS. Optimized website layouts and content for better engagement and performance.
- Facilitated direct communication with customers throughout project development, including project edits, meetings, pickups, and deliveries as needed.

Life Advancement Group

Oct. 2024 - Present
Part-Time

Website Designer

- Redesigned existing website using Wix Studio, ensuring a visually appealing user experience.
- Implemented SEO best practices to improve search engine rankings.
- Researched and analyzed target audience to understand user needs and preferences.

GVSU Housing Department

Aug. 2022 - June 2024

Social Media Marketing Manager

- Collaborated with the department to develop a strategic plan enhancing student engagement on social media channels by 15%.
- Created content on Adobe and Canva to post content on Facebook, Instagram, TikTok and Twitter.
- Utilized MetaBusiness to organize and schedule content creation efforts while following a strict timeline.
- Coordinated and completed housing tours for potential residents while prioritizing basic sales techniques.