



KARLY PROWELL

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CONTACT

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SKILLS

Soft Skills

Ability to work well in groups, Effective Communication, Dependable, Adaptable, Organized, Creative, Open-Minded

Hard Skills

Adobe: Photoshop, Premiere, InDesign, Lightroom, XD, Illustrator, Microsoft 365, Canva, SocialBee, Hootsuite, Photography, Videography, Every Door Direct Mail (EDDM)

EDUCATION

Bachelor of Arts

2021
Degree of Advertising
Western Kentucky University

Bachelor of Science

2021
Degree of Marketing
Western Kentucky University

Certificate of User Experience and Design

2021
Western Kentucky University

Associate of Arts Business Transfer Certificate

2018
Madisonville Community College

Work Ethic Certification

2017
Caldwell County High School

WORK EXPERIENCE

Web Specialist

Madisonville Community College
Sept. 2022 - present

- Design, develop, and maintain effective web-related applications, methods, and procedures.
- Ensure full compliance on the website with all laws and regulations.
- Manage social media platforms and create content consistent with branding guidelines.
- Design print materials to promote programs and events on campus while maintaining branding strategies and ADA compliance.
- Create promotional materials and promote events on social media as a member of the Special Events Committee

Digital Specialist

Trice Hughes Inc.
Feb. 2022 - Aug. 2022

- Develop content, designs, and maintain social media accounts.
- Coordinated schedule of posting and content plans with manager.
- Responsible for promoting the brand via social media

Freelance: Website & Social Media Management

Athletic Center Inc, Trilogy Performance Sports, Schalk Campaign, Trice Hughes Inc, Woodall Agency
Jan. 2021 - present

- Create graphics, themes, and content to consistently publish on social media platforms to boost brand identity.
- Communicate with clients about website upkeep, online shops and create appropriate product images to advertise.
- Communicate with clients and design postcards, newspaper advertisements, business cards, and other printable products to increase brand awareness.

Social Media Manager

Refill Nashville
Jan. 2021 - Aug. 2021

- Designed appropriate graphics and content to publish to social media accounts while being mindful of the aesthetic.
- Coordinated schedule of posting and communicating with owner about upcoming content.
- Responsible for promoting the brand, increasing awareness, and social media growth.

Student Worker

MBA Office at Western Kentucky University
Sept. 2019 - March 2020

- Communicated with the Director of the MBA Office and published posts to promote their program on social media accounts.

Substitute Teacher

Caldwell County Board of Education
Sept. 2018 - Jan. 2022

- Provide instruction to students as outlined in lesson plans, maintain a safe and orderly environment, and sustain a professional appearance as an example to students.