

CALI HARRISON

GRAPHIC DESIGN/SOCIAL MEDIA MARKETING

PROFILE SUMMARY

I am a graphic designer/social media content creator with a background in sports promotions and marketing. My experience includes photography, creating social media plans, and designing graphics for a variety of clients and organizations.

SKILLS/QUALIFICATIONS

- Graphic Arts Technology (Adobe Suite)
- Web Design and Development
- Digital Photography (DSLR Camera)
- Social Media and Creative Marketing
- Videographer

LEADERSHIP

Alpha Phi-Chi Chapter, University of Montana, Missoula, MT

- Vice President of Finance/Operations, November 2018 and November 2019
- Quarterly Reporter, December 2016–November 2017

Panhellenic Council, University of Montana, Missoula, MT

- Vice President of Operations, Summer–Fall 2018
- Vice President of Scholarship, Summer–Fall 2017

VOLUNTEER ACTIVITIES

Alpha Phi Community Service Program, Missoula, MT
September 2016–May 2020

- Volunteered with numerous nonprofit organizations throughout Missoula County. These included animal shelters, equestrian therapy center, food pantries, and helped with a river cleanup and the Special Olympics and Montana Down Syndrome Association Buddy Walk.

Griz In the Community, Missoula, MT
August 2018–May 2020

- Volunteered throughout the Missoula community, including the Ronald McDonald House.

The Flagship Program, Missoula, MT
August 2016–January 2020

- Volunteered with elementary school children in this afterschool program which provides opportunities for students in eight Missoula County Public Schools. Activities include cooking, art projects and more.

GET IN TOUCH

Mobile: (909) 210-6969

Email: Caliqh@gmail.com

Portfolio: <https://caliharrison.github.io/CaliQHarrison/>

LinkedIn: www.linkedin.com/in/caliqh2884

Address: 665 Dry Gulch Road, Stevensville, MT 59870

PROFESSIONAL EXPERIENCE

WEB / GRAPHIC DESIGN / SOCIAL MEDIA

Freelance – 2020

- Designed a website for Hideaway Hair Lounge, Carson City, NV
- Coded a website for Stockton Hill Feed and Western Wear, Kingman, AZ
- Provided social media marketing and website expertise for a recently published book, Florence, MT
- Mapped out and created the annual golf tournament flyer and special event posters for the North Valley Public Library Foundation, Stevensville, MT

CABELA'S CUSTOMER SERVICE LEAD & MARKETING AND PROMOTIONS OUTFITTER

Cabela's, Missoula, MT – 2021

- Oversee a team of customer service and cashier employees, handle the cash office (deposits, tills, etc.), and help bring brand exposure through giveaways, promotions and by increasing membership for our Cabela's CLUB Card Program.

GRIZZLY MARKETING ACADEMY INTERN

University of Montana, Missoula, MT – 2017–2020

- Maintained the established Montana Grizzlies brand for ticketed and non-ticketed sports by creating original content for social media platforms such as Snapchat, Instagram, Twitter, Facebook, and TikTok.
- Implemented marketing plans to increase branding exposure, traffic, and sales for Monte's Kids Club, an outreach program of the University of Montana mascot.
- Helped expand the Griz profile in the community by planning a Lady Griz Basketball Day, attended by 5,407 elementary and middle-school students.
- Scheduled student interns and created game time duties for sporting events.
- Managed game-day protocols for basketball and volleyball, along with public address binders for the announcer.
- Collaborated with nine other student interns to gather essentials for games, design/create graphics, help plan promotions and review trends and identify new opportunities for engagement.

MARKETING MANAGER

Bobbi Lockhart at Purewest Christie's, Hamilton, MT – 2018–2020

- Created sales strategies for a real estate agency to help achieve goals for selling houses through direct market planning and social media campaigns.
- Researched market competitors to identify potential new products and service opportunities.

MARKETING INTERN

Missoula County Fairgrounds, Missoula, MT – 2018–2019

- Assisted full-time staff with projects, event promotion, advertising materials, and media and sponsor relations pertaining to the Western Montana Fair.
- Handled customer service, the information center, and oversaw volunteer recruitment and coordination.

OTHER EXPERIENCE

TV SHOW EXTRA CAST MEMBER

Paramount Network, "Yellowstone" Season 4, 2020–2021

- Waitress and protester

EDUCATION

UNIVERSITY OF MONTANA

Bachelor of Arts in Media Arts, 2020

- Dean's List, Fall 2018
- MVP in Sports Marketing, Fall 2017
- Alpha Phi Community Service Award, Spring 2017, Spring 2018, Spring 2019

MISSOULA COLLEGE OF THE UNIVERSITY OF MONTANA

Certificate of Applied Science in Business Media Design, 2019

Completed courses that covered media history and business foundations, worked extensively in Adobe Creative Suite, practiced effective visual composition and messaging, and created imagery that told compelling stories.