



AARON KEOHANE

MEDIA
&
COMMUNICATIONS

CONTACT



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ABOUT

His design goal is to convey complicated messages in a simple, memorable and creative way. Passionate about the power of good typography, social media, and design, he is seeking to develop his media and communications skills with an organization at the forefront of industry influence.

SKILLS

- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Google Analytics Certified
- Copywriting

EXPERIENCE

SOCIAL MEDIA MANAGER

Club San Diego | June 2019 - June 2020

- Designed marketing collateral for use on social media, print ads, website, and email newsletter.
- Researched and discovered current trends to keep up to date with LGBT community.
- Monitored online presence of the brand and engaged with members, strengthening community relationship.
- Implemented marketing and promotional strategies to drive growth in email newsletter subscriptions.

FREELANCE GRAPHIC DESIGNER

San Diego, California | June 2016 - June 2019

- Contributed my designs to the social media account of Oceanic Global, a marine conservation nonprofit, resulting in worldwide attention.
- Developed the visuals for a media kit used for a campaign press release.
- Designed the logo for Ebb and Flow, a local swimwear business, that embodies the natural, relaxing elements of the company's identity and brand.

CAPSTONE PROJECT

Scripps Institution of Oceanography | Jan 2016 - June 2016

- Travelled to Bali, Indonesia to conduct research on the socioeconomics affecting seaweed farming.
- Produced the budget, scheduled interviews and meetings, and prepared housing and travel plans for an independent research trip.
- Designed PowerPoint presentation to effectively and creatively showcase my research at a symposium.

EDUCATION

Scripps Institution of Oceanography

Masters in Advanced Studies in Marine Biodiversity and Conservation, June 2016

University of North Carolina Wilmington

Bachelor of Science in Marine Biology, Dec 2012