



Mikaila Weaver /* EXPERIENCE DESIGNER */

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EDUCATION

Brandcenter, Virginia Commonwealth University, Richmond, VA, 2014-present

Master of Science in Business/Branding, June 2016 (Expected)

Specialization: Experience Design/Creative Technology

American University, Washington, DC, 2008-2012

Bachelor of Arts, May 2012

Major: Foreign Language and Communication Media; Specializations: Spanish, Visual Media; Certificate of Spanish Translation

GPA: 3.949, University Honors Program, summa cum laude



EXPERIENCE

SmartBrief, Inc., Washington, DC, January 2014 - July 2014

Full-Time Senior Associate, Account and Advertising Operations

- Supervised advertising campaigns in the Energy, Aerospace, Technology, Hospitality, and Construction industries
- Consulted clients to produce email marketing blasts, webinars, digital advertising imaging and ad copy in the process of fulfillment
- Managed relationships with all 180+ trade association partners to satisfy contractual advertising agreements
- Provided comprehensive ad performance analytics for clients and partners

SmartBrief, Inc., Washington, DC, June 2012 - January 2014

Full-Time Client Services Associate

- Supervised advertising campaigns in the Energy, Aerospace and Construction industries
- Consulted clients to produce email marketing blasts, digital advertising imaging and ad copy in the process of fulfillment
- Managed relationships with all 180+ trade association partners to satisfy contractual advertising agreements
- Provided comprehensive ad performance analytics for clients and partners

Comcast SportsNet, Bethesda, MD, May 2011 - Aug. 2011

Part-Time Production Intern

- Logged and time-coded key shots and plays during games
- Cut highlights for the show and wrote Teleprompter scripts
- Shadowed a reporter and cameraman during field shoots at Washington Nationals games and the U.S. Open at Congressional

American University Women's Soccer, Washington, DC, 2008-2011

NCAA Division 1 Soccer Player, Aug. 2008 - Nov. 2011

- Named to the Patriot League Academic Honor Roll (Fall 2008, 2009, 2010 and 2011)
- Selected for the prestigious Patriot League Academic All-League Team (2010 and 2011)

MAD SKILLS

<--! Adobe Photoshop, Premiere, After Effects, Illustrator, InDesign, Dreamweaver, Muse, Final Cut, (more generally) Wireframing, Information Architecture, Prototyping, User Flows, Diagramming, etc. -->