

# Niah McKyton

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[https://niahsage.github.io/my\\_portfolio/](https://niahsage.github.io/my_portfolio/)

## Education

University of Central Florida (UCF)  
B.A. in Digital Media, Web & Interactive Media Track | Minor: Marketing  
Expected May 2027

Orlando, FL

GPA: 3.4

## Skills

- *Web Development: HTML, CSS, JavaScript, Responsive Design, Git/GitHub*
- *Design & UX: Adobe Creative Suite, Figma, UI/UX Design*
- *Marketing & Analytics: SEO, AI Optimization, Google Analytics, Digital Marketing*

## Projects

**Portfolio Website:** Built a responsive personal portfolio website showcasing web projects with interactive features

**Astrology Based Dating App (Project Manager):** Leading a cross-functional team designing a mobile dating app with astrology-based compatibility, coordinating sprints and ensuring cohesive UI/UX.

**Additional Work:** See [Portfolio Website](#) for a full collection of web development, digital art, and 3D design projects.

## Work Experience

**Communications Associate – Pet Paradise** Nov 2024 – Present | Naples, FL

- Produce and manage social media content (reels, photos, graphics, captions) aligned with brand voice, and create daily email report cards delivering clear, personalized updates to pet parents.
- Capture on brand visual assets and collaborate with front desk, guest services, and playroom teams to support marketing efforts and maintain strong customer communication.

**Marketing/Design Intern – Sand & Stitch / Shriver's Salt Water Taffy**

- Developed a targeted marketing strategy to increase brand visibility and reach younger audiences.
- Assisted with social media planning and brand-aligned creative concepts.

**Graphic Designer for Promotional Materials & Signage – Ziggy D'Amico's & T. Michaels**

- Designed signage, menu displays, and promotional materials, improving customer engagement and per capita sales.

**Intern – TCMC Interactive**

- Assisted in the design and development of client websites and digital solutions, gaining hands-on experience in web design, development, and client communication.

## Certifications

Web Development & Programming

- Introduction to Web Design and Development – LinkedIn Learning
- Creating a Responsive Web Design – LinkedIn Learning
- Learning the JavaScript Language – LinkedIn Learning
- Programming Foundations: Version Control with Git – LinkedIn Learning

AI & SEO

- Integrating Generative AI into JavaScript Web Projects – LinkedIn Learning
- Applied Machine Learning: Foundations – LinkedIn Learning
- Using AI as Your SEO Assistant – LinkedIn Learning
- SEO Foundations – LinkedIn Learning Design & Marketing
- Learning Graphic Design: Core Principles for Visual Design – LinkedIn Learning
- Photoshop for Web Design – LinkedIn Learning
- Digital Marketing Foundations – LinkedIn Learning
- Project Management Foundations – LinkedIn Learning

**Additional certifications available on LinkedIn.**