

# Niah McKyton

niahsgage@gmail.com | 2392319110 | www.linkedin.com/in/niah-mckyton-83ba372a5 |  
[https://niahsgage.github.io/my\\_portfolio/](https://niahsgage.github.io/my_portfolio/)

## Education

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