



## Parker Bensyl

Graphic Design

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✦ parkerbensyl.com

### education

#### ✦ Missouri State University

Bachelor of Fine Arts in Design

Spring 2024 ✦ 3.8 GPA

### experience

#### ✦ KW Kansas City Metro

Marketing Coordinator | May 2024-present

Increased social media engagement by more than 300% and follower count by 35% across Instagram and Facebook.

Create email campaigns to promote events, doubled average weekly click-through rate.

Collaborate with Realtors to create customized marketing materials, including listing presentations, flyers, and social posts tailored to each property.

#### ✦ Genie Health

Graphic Design and Marketing Intern | March 2022-June 2024

Planned, wrote, and designed social media content across Facebook, Instagram, and LinkedIn platforms for healthcare providers and patients using Meta Business Suite to track data.

Conducted market research on other physical therapy and telehealth companies, providing valuable insights to inform strategic decision-making.

Assisted with website updates using WordPress, including copywriting and design.

#### ✦ Missouri State University Campus Recreation

Graphic Artist | February 2021-May 2024

Created print and digital marketing materials while ensuring consistency and visual impact by implementing and maintaining university brand guidelines.

Planned and collaborated with team to create and execute effective marketing for campus events and classes, including printed materials, email campaigns, and social media videos.

#### Building Manager | August

Oversaw operation of 5 departments on shift, including supervision of student employees and delegation of tasks, ensuring smooth facility and events operation.

Helped coordinate and manage campus recreation events, including planning, setup, logistics, and on-site supervision.

Provide feedback on job performance for individual student employees from a managerial perspective on a semester basis .

Address customer service inquiries and handle emergency situations promptly and effectively, documenting incidents and accidents after.

### skills

Adobe Creative Suite: Illustrator, Photoshop, After Effects, InDesign

WordPress, Meta Business Suite, Copy Writing, SEO Digital Photography, Canva, Mailchimp, Basic HTML and CSS, Figma