

Christina J. Doolan

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Design Portfolio: https://uscwebdev.github.io/itp301-submissions-CJDoolan/Design_Portfolio/home.html

EDUCATION

University of Southern California

Los Angeles, CA

Bachelor of Arts in Cognitive Science | Communication Design Minor | Web Development Minor May 2025

- **Cumulative GPA: 3.96/4.00 | Dean Joan Metcalf Schaefer Scholar | USC Alpha Lambda Delta Member**
- **Relevant Coursework:** Web Publishing, Front-End Web Development, Design Fundamentals, Digital Tools for Design, Design III, Adobe Photoshop, Language & Technology, Communication & Social Media, Marketing Fundamentals, Statistics, Cognitive Processes, Sensation & Perception
- **Scholarships:** Dean Joan Metcalf & USC University Scholarship, awarded based on academic excellence
- **Clubs/Organizations:** Innovation Design, American Marketing Association, USC Club Track & XC

WORK EXPERIENCE

Social Media Marketing & Design Intern

Los Angeles, CA

USC Marshall Office of Executive Education

December 2022-Present

- Promote company courses through strategic marketing campaigns, eye-catching banners, & organic posts following organization's branding guidelines, resulting in increased enrollment & brand awareness.
- Maintain organization's website, ensuring up-to-date info, user-friendly navigation, & appealing design
- Track social media performance, providing insights & recommendations to enhance engagement & reach.
- Facilitate and participate in major conferences alongside Kaiser Permanente and The Josh Bersin Company, representing organization, offering assistance, and forging connections with industry experts.

Graphic Design & Marketing Intern

Los Angeles, CA

USC Marshall Business Veterans

August 2023-Present

- Design visually captivating graphics to communicate and promote company events and promotions
- Create engaging social media graphics, banners, and ads to amplify organization's online presence
- Collaborate closely with the MBV team to align graphic designs with strategic campaigns and messaging

Design & Engineering Specialist

Denver, CO

Camp Shai: Staenberg-Loup Jewish Community Center

April 2022-Present

- Design & lead engaging lesson plans for camp groups ages 5-10, using skill-level-adjusted content
- Utilize creative approaches to foster a solid foundation of knowledge for design & engineering principles
- Collaborate closely with camp directors to identify & procure necessary inventory & materials
- Demonstrate strong organizational skills in managing lesson plans & materials, to maximize efficiency

LEADERSHIP AND INVOLVEMENT

Executive Board Member - Director of Travel

Los Angeles, CA

USC Club Track & XC

January 2022-Present

- Play a pivotal role as a founding executive board member, orchestrating participation in club's first overnight meet, USC home meet, & overnight club retreat, setting a precedent for the following years.
- Plan upcoming travel for organization, including meets, retreats, & social events, considering logistical factors, budget constraints, transportation arrangements, & member preferences.
- Summarize costs associated with travel, providing detailed information for budgeting & planning purposes.

Irish Dance Teacher

Denver, CO

Wick School of Irish Dance

June 2018-August 2022

- Strategically marketed the Irish Dance studio within various schools & community centers across Denver.
- Skillfully supervised branch locations while fostering transparent communication with students and parents
- Prepared & delivered engaging & comprehensive lesson plans as well as developed new choreography & show routines for both champion-level dancers & beginners, showcasing student talent

SKILLS & INTERESTS

Languages: English (native) & Spanish (proficient)

Related Skills: HTML, CSS, Javascript, Python, Adobe CC, InDesign, Sketch, Figma, Lightroom, Microsoft Teams

Interests: Discovering New Restaurants, Hiking, Irish Dance, Mystery Novels, Sketching, Track & Field