

# AMELIA PARSONS social media | graphic design

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## Contact

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[https://amelia-parsons.com](https://www.amelia-parsons.com)

## Education

### Emmanuel College

Bachelor of Arts, Marketing  
Minors in Graphic Design  
and Management

**Received:** May 2024

**GPA:** 3.57

*Honored Cum Laude*

*Dean's List (2022-2024)*

*Kappa Pi Honor Society*

*Leadership Cord Recipient*

### Relevant Courses:

Advertising & Promotion

Consumer Behavior

Marketing Strategy & Research

Interactive Design

Package & Publication Design

Poster & Information Design

## Skills

### Software

Adobe Suite, Canva, Google  
Workspace, Microsoft Office,  
Squarespace, GoDaddy

### Social Media

Instagram, X (Twitter), TikTok,  
Facebook, LinkedIn, YouTube

### Marketing

Digital content creation

Social media marketing

Website building & upkeep

Brand development

Event planning & management

## Experience

### FIS Global | April 2025 – present

#### Graphic Designer

- Create custom banners, animations, and visual content for LinkedIn and Instagram, supporting a global B2B audience.
- Work directly with the social media team to streamline creative production and ensure timely PR and news content.
- Helped eliminate creative bottlenecks by taking over social design responsibilities from the internal marketing team.
- Contributed to consistent LinkedIn growth, with a gain of 45,000+ followers in 4 months (over 800,000 total).

### ALÖH Sanitizers | Feb. 2025 – present

#### Graphic Designer & Social Media Strategist

- Design and execute original B2C content for Instagram, TikTok, and LinkedIn, driving brand awareness for a small online business.
- Manage ALÖH's TikTok account, including content strategy, posting, boosting, and community engagement.
- Collaborate with a small internal team to maintain social media plan and brand consistency.
- Implemented new social media plan on Instagram, resulting in 1500+ new followers and a 50%+ increase in reach within 6 months.

### FableVision Studios | Sept. – Dec. 2023

#### Marketing & Studio Operations Intern

- Produced engaging social media content and marketing collateral across several platforms to increase user engagement and brand awareness online.
- Assisted in organizing studio events, including open houses and staff parties, resulting in enhanced team morale and strengthened client relationships.
- Played a key role in assisting production, sales, and marketing teams with other duties and tasks as requested to improve company operations and performance.