

SKYLAR MEENTS

- Downers Grove, IL, 60515
- (630) 297-2425
- Skye122100@gmail.com
- www.linkedin.com/in/skylar-meents/
- www.skylarmeents.com/

SUMMARY

Enthusiastic and results-driven professional with a strong background in social media management, content creation, and multimedia creativity. Proven track record in leading teams to develop impactful sports marketing content, preserving brand identity, and executing successful social media campaigns. Recognized for top performance in content creation, engagement, and marketing simulations. Published multimedia artist with experience in art shows.

EXPERIENCE

ALDI USA, Decatur, IL • Associate • (01/2022) – (05/2023)

- Prioritized customer service while managing tasks such as cleaning, organization, and customer relations.
- Demonstrated strong multitasking abilities by assisting numerous customers daily.
- Effectively managed inventory and optimized time management.

Winston-Salem Dash, Winston-Salem, NC • Social Media and Marketing Intern • (05/2022) - (08/2022)

- Developed a cohesive brand message across digital media, content creation, game operations, and fan engagement.
- Executed creative marketing campaigns, enhancing brand exposure and awareness.
- Analyzed campaign performance on platforms including Twitter, Instagram, Facebook, TikTok, and email campaigns.

Millikin University Athletics, Decatur, IL • Creative Director Intern • (08/2021) - (05/2022)

- Produced detailed sports media content, including photo editing, motion graphics, and social media graphics.
- Maintained alignment with Millikin University's branding guidelines and marketing best practices.
- Collaborated within a team of 3 interns to achieve project goals.

Millikin Creates, Decatur, IL • Social Media Manager, Designer • (01/2021) - (05/2022)

- Orchestrated social media content scheduling across multiple platforms using Hootsuite.
- Analyzed insights from various social media platforms to inform strategy adjustments.
- Engaged with clients, managed projects, and facilitated effective communication.
- Proficiently handled video editing, illustration design, motion graphics, and more.

SKILLS

- **Digital Marketing:** Marketing Campaigns, Social Media Marketing, Brand Awareness
- **Content Creation:** Creative Content Creation, Graphic Design, Video Editing, Sports Photography
- **Leadership and Management:** Team Leadership, Team Management-
- **Visual Arts:** Visual Arts, Typography, Motion Graphics, Layout Design
- **Data & Analytics:** Data Visualization, Google Analytics
- **Technical Expertise:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premier Pro, After Effects, Lightroom, DreamWeaver), Canva
- **Social Media Platforms:** Instagram, Facebook, Twitter, Pinterest, LinkedIn, Snapchat, TikTok, YouTube
- **Software Skills:** Microsoft Office Suite, Hootsuite, Behance, Figma, Sketch, Sprinklr, WordPress

EDUCATION AND AWARDS

Millikin University, Decatur, IL • Bachelor of Arts – BA, Arts Technology, Digital Media Marketing

Graduation Year (2023)

- **Dorothy Sellers Art Award, 2023:** Outstanding achievement and potential, and setting a standard for excellence.
- **Dean's List, 2019-2023:** Keeping a 3.5 or above GPA.
- **Alpha Lambda Delta, 2019:** Honors society for earning a 3.5 or above GPA during the first year of higher education.