

[HTTPS://WWW.LINKEDIN.COM/IN/CHRISTIAN-BAILEY-34101015A/](https://www.linkedin.com/in/christian-bailey-34101015a/)

Christian Bailey

Creative Portfolio

P O R T F O L I O





About Me

Driven to Succeed

I graduated from the University of Florida, Warrington School of Business, in 2022. In less than four years, I received a Bachelor of Arts degree in Business Administration with a Mass Communication minor. The focus of my studies was marketing, advertising, and brand strategy.

I am a creative that brings a unique perspective to the role of a marketing professional. As a recent graduate and a millennial, I possess an acute awareness of what consumers aged 18–35 want or need.

What drives me is my desire to succeed. I measure that success by achieving personal goals and working hard so that the companies or clients that I work for meet their market, engagement, and sales targets.

A B O U T M E

**Excellence is the
gradual result of always
striving to do better.**

Pat Riley, Miami Heat President

School History

High School

I graduated with honors from West Broward High School in Pembroke Pines, Florida. There, I played point guard on the varsity basketball team and I was selected team captain.

University

In 2022, I graduated from the University of Florida with a B.A. in Business Administration and a minor in Mass Communication. I maintained a 3.76 GPA and I finished in three years.

Bachelor's Degree

The focus on my undergraduate studies was marketing, advertising, and brand strategy. My courses included Principles of Marketing, Advertising, and Public Relations.

Work Experience



Brand Ambassador

(April 2022 – August 2022)

I completed my undergraduate marketing internship in August 2022 with All Good Craft Granola Bars, a Virginia Beach health food start-up. I prepared market reports and pitched ideas for marketing campaigns to the founder. I learned the importance of setting marketing targets while meeting certain budget metrics.



Marketing Intern

(September 2021 – January 2022)

I looked for opportunities to gain experience while completing my degree in less than four years. I worked on online marketing campaigns, managed social media accounts, tracked sales leads and engagement, and assisted with live events as a marketing intern at First Origin Mortgage and Armstrong Creative Consulting.



Creative Design

(2019 – 2022)

Over the past three years, I have assisted classmates, family, and friends with various designs to target a specific audience, improve engagement, or with branding strategies. I used Adobe Creative Cloud and Canva to create designs and Tagify, Google Trends and other similar applications to target the message.

E X P E R I E N C E

Design Philosophy

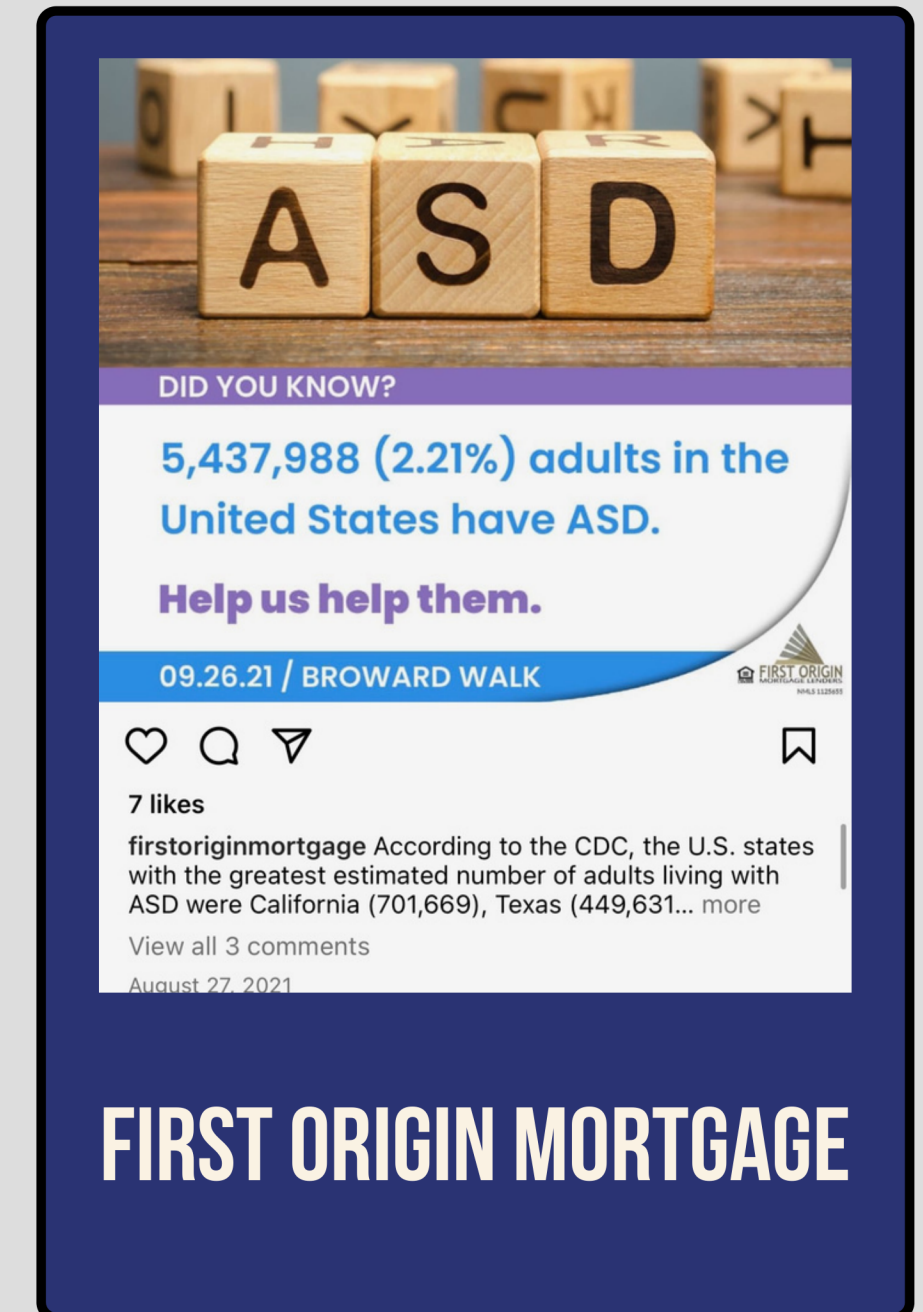
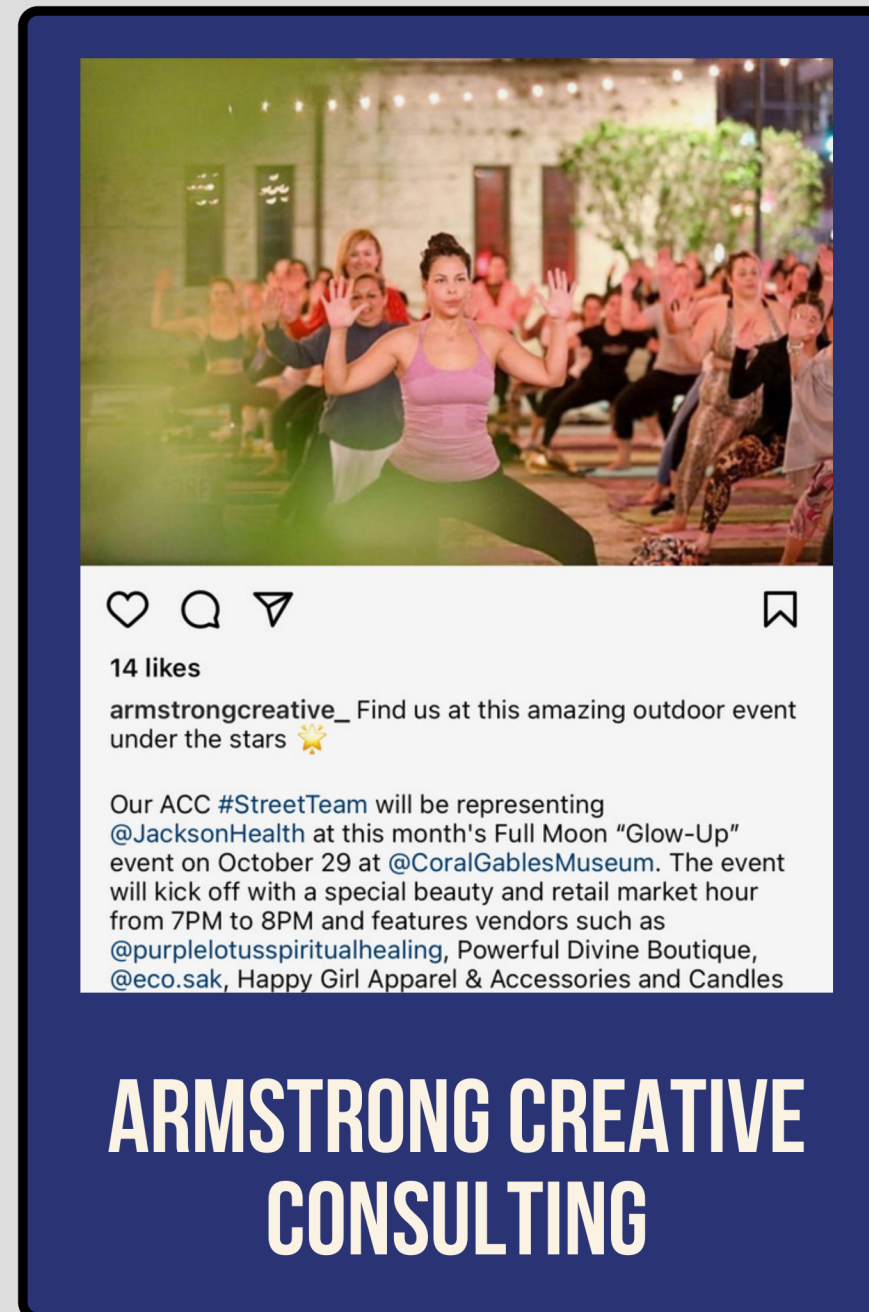
I draw ideas and inspiration from the world around me. Current events and design trends shape my design philosophy. But my overall aesthetic is best described as minimalist with neutral colors and clean lines. Although I have worked on marketing campaigns with bold colors, I prefer the simplicity of a clear message without noise. All of the images contained in this portfolio are images that I took, manipulated, or used in various projects.



M Y I N S P I R A T I O N

Recent Campaigns SAMPLE

Here is a sampling of recent marketing campaigns (online and live events) that I worked on, helped create, curated, or tracked. More information about these campaigns is available upon request. I have included the name of the company or employer that sponsored the event.

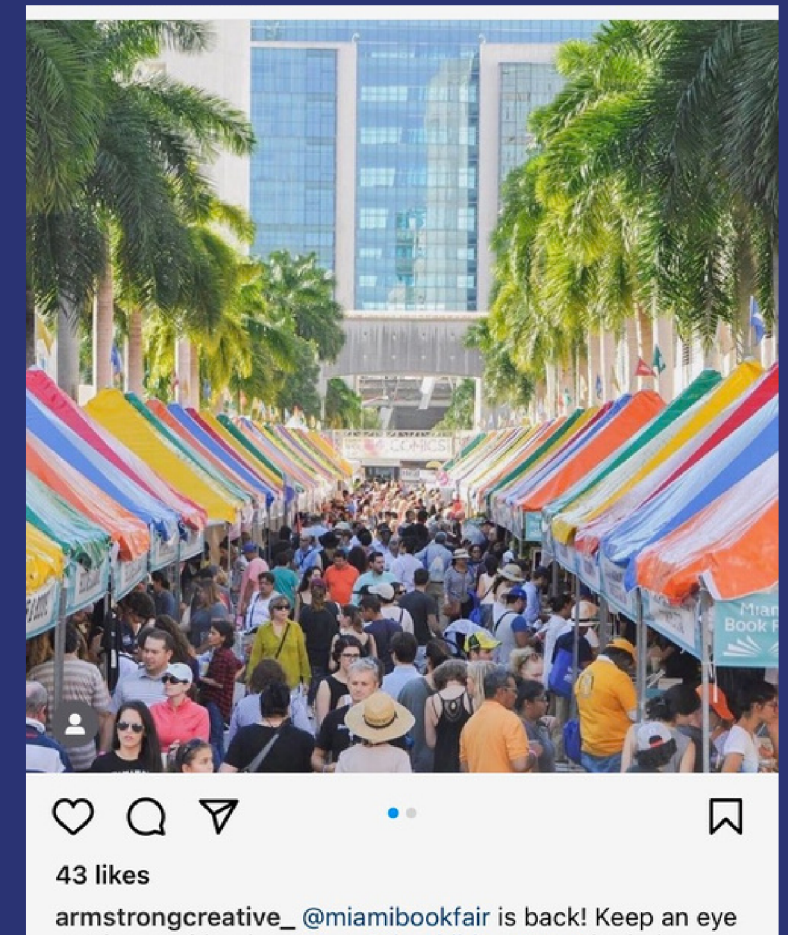


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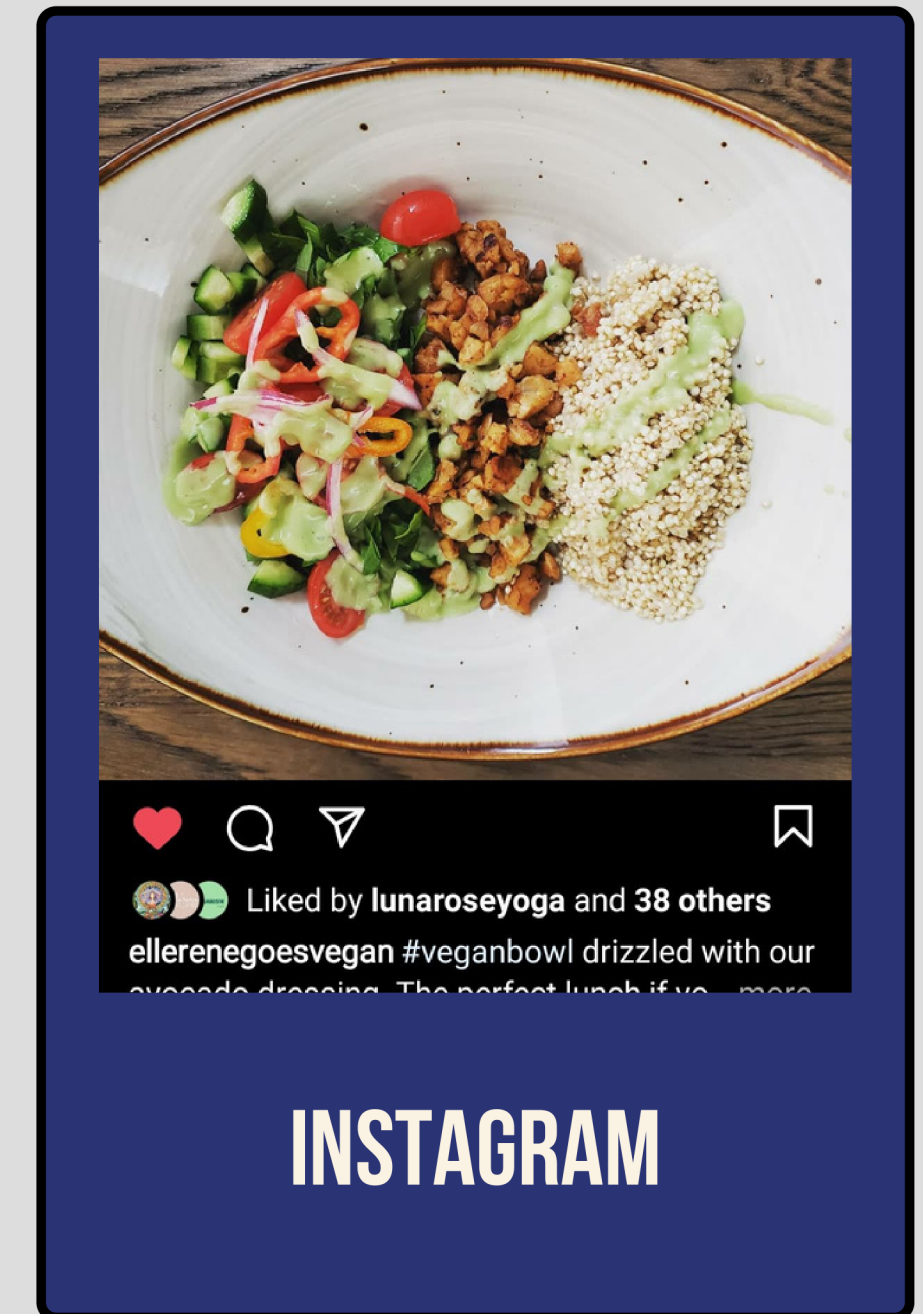
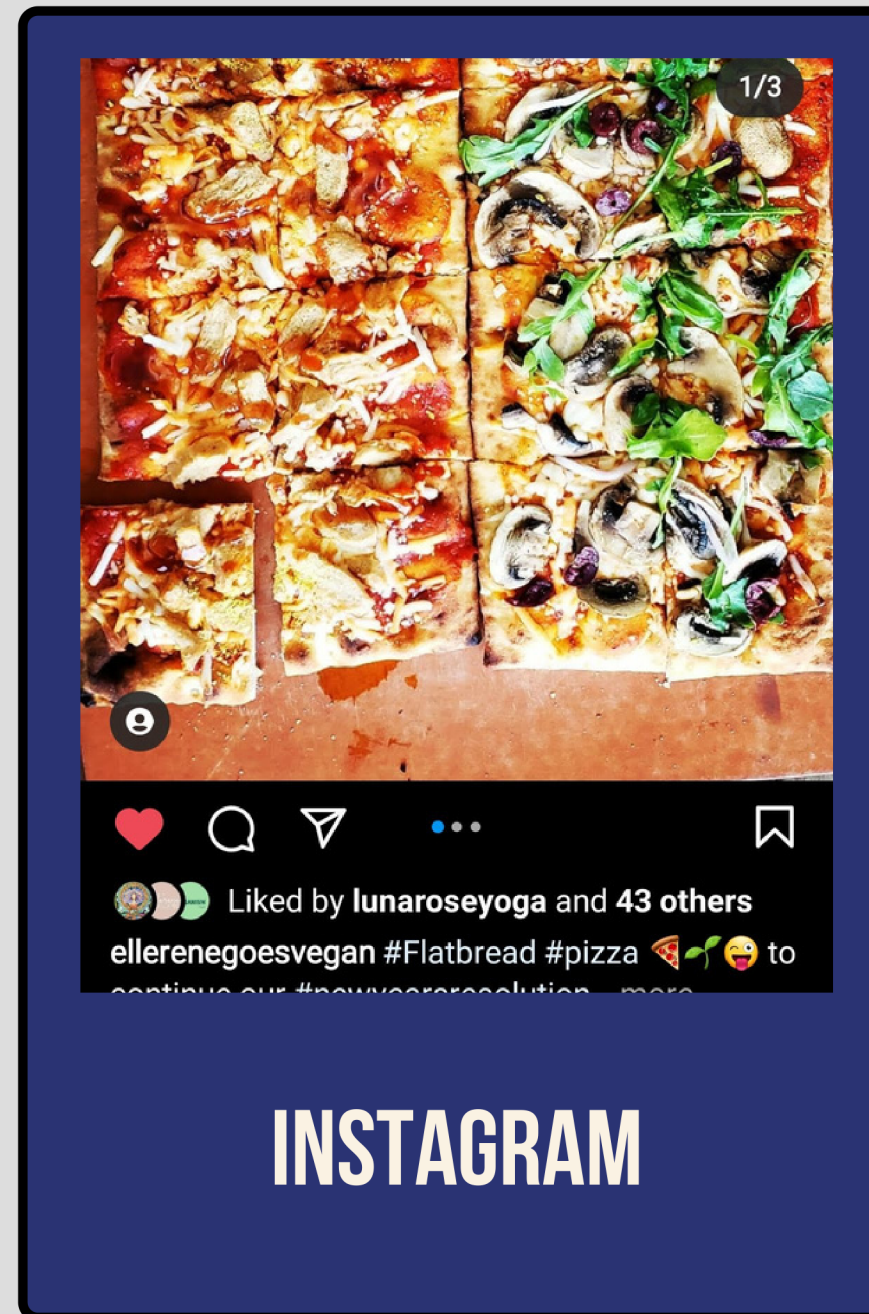
FIRST ORIGIN MORTGAGE



**ARMSTRONG CREATIVE
CONSULTING**

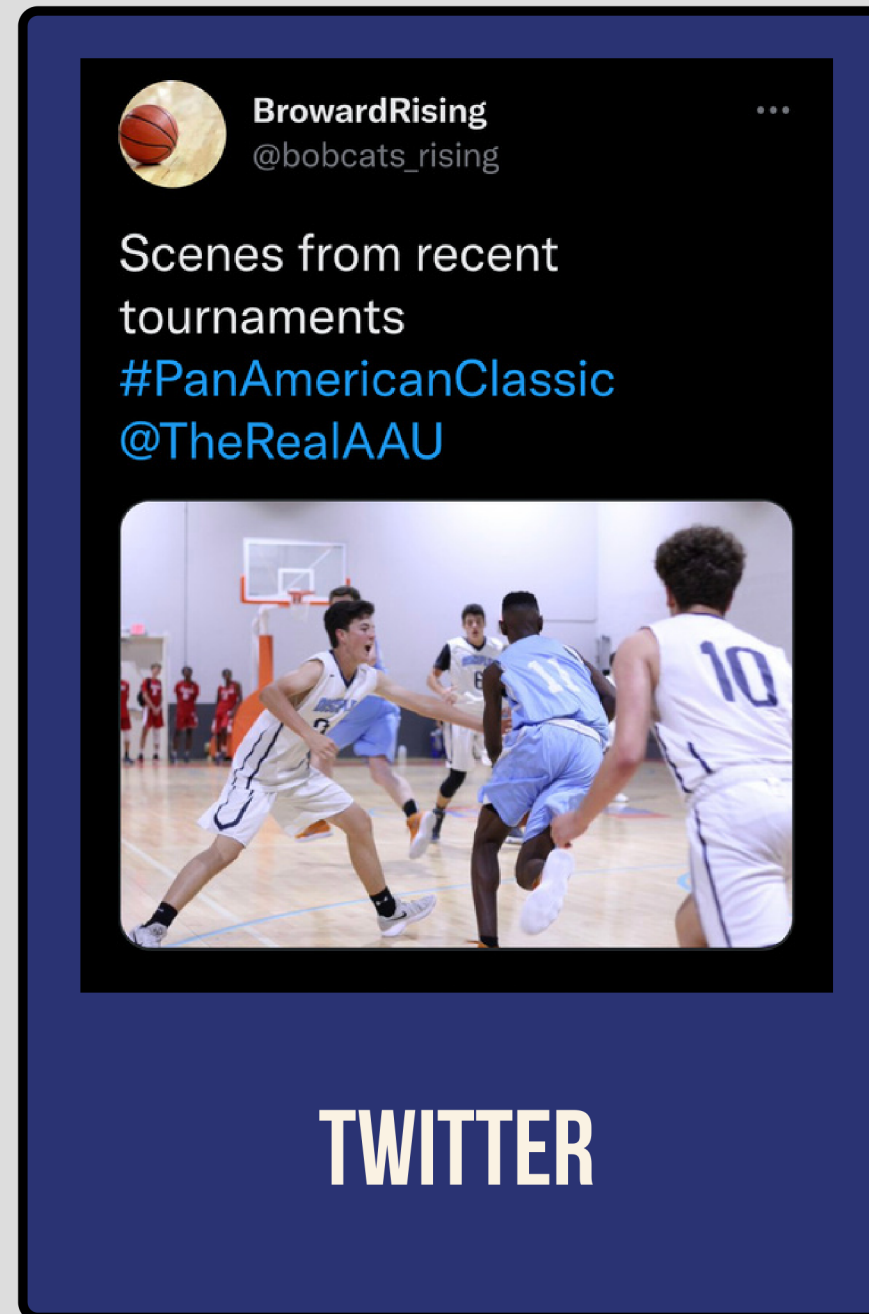
Online Media SAMPLE

These are sample Instagram posts that I created for an online, vegan foods brand. The client wanted to present vegan food as bold and flavorful on Instagram. The recipes posted with the images were designed to drive traffic to the website.



Online Media SAMPLE

I receive many requests for assistance with basketball marketing due to my history with the sport. Many youth basketball organizations have limited budgets so I try to assist them with marketing. Here is a sample of online posts that I created for West Broward High School and various travel basketball organizations.



logos

SAMPLE



BASKETBALL



HEALTH FOOD

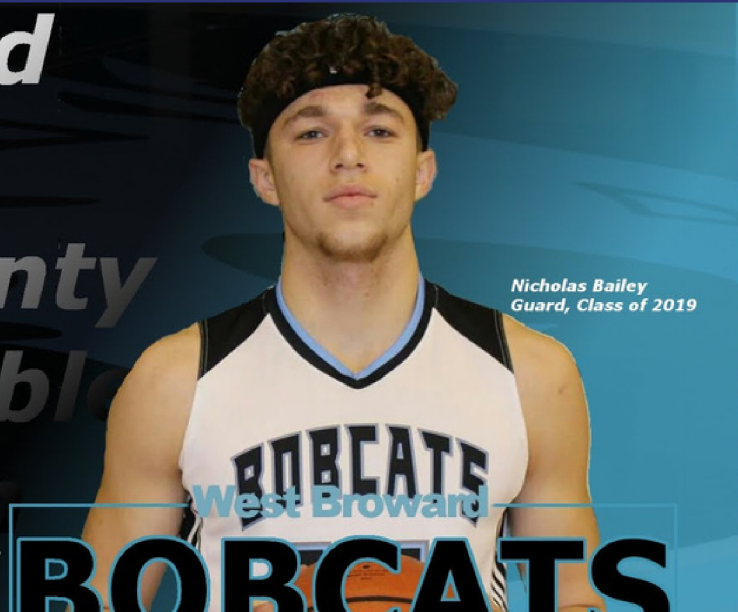


CRAFTS

Other Media SAMPLE

**Broward
9A-7A
All-County
Honorable
Mention**

<http://www.sun-sentinel.com/sports/highschool/all-county/fl-sp-br-bhoop-large-2nd-team-hm-story.html>



ONLINE BANNER AD



PRINT AD

**BOOK
YOUR
BLISS**



ALL-INCLUSIVE VACATIONS THE WHOLE FAMILY WILL LOVE

Up to 50% OFF + Perks
Club Med offers all-inclusive vacations for the entire family. Whether you are looking for an exotic destination or a quiet spot on the beach, we have a luxurious resort that the whole family will love. This offer is available from March 30th to April 5th for stays during July and August 2022. Book your blissful vacation now and enjoy our best savings for Spring Break 2022. Or make new memories with a Memorial Day 2022 get-away for the family. Take advantage of this offer to also receive these PERKS:
Up to \$400 air credit
FREE room upgrade
Kids Under 4 Stay FREE
FREE Cancellations

ONLINE AD

Other Media SAMPLE



LOGO



CREATIVE ART



LINKEDIN POST



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