

MIKAYLA DYELL

MARKETING CREATIVE & DIGITAL DESIGNER

CONTACT

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mikayladyell.com

EDUCATION

University of Nebraska at Omaha
August 2017 - December 2020

Bachelor of Science
in Communication

Major in Journalism and
Media Communication

Emphasis in Public Relations
and Advertising

Minor in Intermedia and Digital Art

SKILLS

Promotional Plans
Campaign Strategy
Digital Advertising
Content Creation
Email Marketing
Graphic Design
Event Planning
Brand Image
Social Media
Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe Premiere Pro
Microsoft Word
Microsoft Excel
Microsoft PowerPoint
Facebook Ad Manager
Google Analytics

WORK EXPERIENCE

Marketing Specialist

Pacha Soap Co. - Hastings, Nebraska

January 2021 - October 2021

- Assisted in the development and communication of marketing plans and digital campaign results
- Wrote, proofread and edited creative and technical content for multiple brands across different mediums
- Developed marketing strategies and implemented systems for successful project execution

Marketing Manager

Cold Stone Creamery - Omaha, Nebraska

December 2019 - May 2021

- Executed social media strategy to align with business goals and generated engaging content daily
- Ensured prompted and accurate communication with consumers through direct email marketing campaigns
- Followed brand guidelines to design advertisements and marketing materials for five store locations

Omaha Greeks Student Administrator

The University of Nebraska at Omaha - Omaha, Nebraska

June 2019 - December 2021

- Oversaw department email, managed social media accounts and redesigned official office website
 - Coordinated communication between four councils and screened event requests from 17 chapters
 - Aided in the planning and success of office events, department meetings and organizational trainings
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PROFESSIONAL EXPERIENCE

General Member

The Professional Association for Design Nebraska

August 2019 - August 2021

- Attended graphic design educational sessions to grow in my practice, profession and passion
- Connected with like-minded individuals for passionate conversation and professional development

Event Coordinator and Vice President of Public Relations

Maverick Productions

February 2019 - December 2020

- Planned social, educational, and entertaining events that brought up to 8,000 attendees for students
- Led Public Relations Team in creating marketing materials and completed full organization re-brand

Co-Founder and Vice President

Craft Club

January 2019 - December 2020

- Organized monthly meetings with guests to become largest non-Greek affiliated club on campus
- Created brand guidelines, supervised all communication and managed social media accounts

General Member, Event Chair, Recruitment Chair and Marketing Director

Chi Omega Sorority

August 2017 - December 2020

- Assisted Sisterhood and Recruitment teams with budget, layout and set up of inclusive chapter events
- Directed Marketing Team to create apparel, gather diverse content and promote digital and directly

Director of Public Relations

Collegiate Panhellenic Council

January 2019 - January 2020

- Completed organization re-brand, ran social media, designed website and assisted with events
- Supervised Marketing Directors of each chapter and provided guidance with promotional content

Freshman Leadership Council and Public Relations Officer

Student Government

August 2017 - May 2019

- Managed all written communication and digital content while effectively carrying out daily operations
- Spearheaded the planning, promotion, administration and execution of the Student Election