

MELANIE KAYE AYCOCK

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PROFESSIONAL EXPERIENCE

GRAPHIC DESIGNER

2019 - PRESENT
Washington, DC

FREEDOMWORKS

Lead the design and conceptualization of assets for both print and web production.
Create graphic collateral for events and campaigns.

GRAPHIC DESIGN COORDINATOR

2018 - 2019
Arlington, VA

LEADERSHIP INSTITUTE

Create and implement the new brand vision of the Leadership Institute.
Design and layout printed material including booklets, flyers, brochures, and signage.
Produce digital content for videos and social media.
Train conservatives in subjects related to graphic design and photography.

TIGER FAMILY GUIDE

2017 - 2018
Clemson, SC

CLEMSON UNIVERSITY

Develop videos for the Tiger Cub 411 Vlog.
Create content for Twitter and Instagram accounts with audiences reaching 26,000.
Compose blog posts to engage Clemson families.

GRAPHIC DESIGNER

2017
Reston, VA

YOUNG AMERICA'S FOUNDATION

Design print products for the foundation to be distributed to member students around the nation.
Report to and maintain communication remotely with YAF national headquarters in Reston, VA.

GRAPHIC DESIGNER, PHOTOGRAPHER

2017 - 2018
Clemson, SC

CLEMSON STUDENT GOVERNMENT

Member of the Public Relations committee.
Design social media content and print marketing material for Clemson Student Government.
Photograph Student Government events.

CREATIVE DEPT. INTERN

SPRING 2017
Washington, DC

THE HERITAGE FOUNDATION

Design and layout print and digital products (e.g. signage, flyers, etc.) that promote Heritage's policy research and goals.
Prepare files for print vendors and digital distribution.

DESKTOP LAYOUT OPERATOR, INTERN

SUMMER 2016
Duluth, GA

CURTIS 1000

Create, modify, and approve digital designs for press.
Design logos for various companies.
Assist in the implementation of 5S Workflow Method.

PROFESSIONAL DEVELOPMENT

KOCH ASSOCIATE

2018 - 2019
Arlington, VA

CHARLES KOCH INSTITUTE

Apply principles of management through project-based learning.
Study the core concepts of social entrepreneurship to drive positive change in society.

EDUCATION

CLEMSON UNIVERSITY | May 2018

GPA: 4.0

Summa Cum Laude

Calhoun Honors College

Graphic Communications, BS

Political Science, BA

Business Administration Minor

AWARDS & HONORS

FACULTY SCHOLARSHIP AWARD

May 2018

for achieving a cumulative GPA of 4.0

LYCEUM FELLOW GRADUATE

May 2018

for completing a four-year honors program that studies the foundations of free and open society through a Great Books approach

PGSF SCHOLARSHIP

June 2017

presented to promising students in the Graphic Communications field

JACK TUTTLE PI SIGMA ALPHA AWARD

April 2017

presented to an outstanding senior in Political Science

CAUGHMAN SCHOLARSHIP

September 2016

for academic excellence

SOFTWARE PROFICIENCY

PHOTOSHOP



ILLUSTRATOR



INDESIGN



PREMIERE



AFTEREFFECTS



PORTFOLIO

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