

MAHALA BLOOM

GRAPHIC DESIGNER | MAHALADESIGN.COM

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EDUCATION

University of Akron | 2013

Bachelor of Arts | Graphic Design + Studio Art

Kent State University | 2007-2010

Visual Communication and Design

EXPERIENCE

FOUNDATION SOFTWARE (B2B) | Graphic Designer | June 2016 - Present

- Managed advertisements and advertorials, email campaigns, and marketing literature.
- Collected research, hosted brainstorming sessions, and presented designs to management.
- Print: fliers, postcards, brochures, magazine ads, self-mailers, infographics and more.
- Digital: landing pages (Joomla/Wordpress), email designs, and Microsoft Office templates.

AMERICAN GREETINGS | Graphic Designer | July 2013 - June 2016

- Responsible for blog design overhaul that significantly increased blog traffic for the sub-brand BlueMountain.com.
- Designed new shopping page for ag.com, establishing a modern look and feel.
- Participated in Company innovation challenges, including new product creation and Hack Day.
- Designed Social networking content, newsletter and marketing emails, infographics, printables, marketing inserts, and landing pages.

AKRON BEACON JOURNAL | Marketing Graphic Designer | August 2012 - September 2014

- Designed digital ads for Ohio.com, and print ads for The Akron Beacon Journal.
- Created section feature designs.
- Created infographics and materials to market the newspaper to potential advertisers

THE BUCHELITE | Page/Web Designer and Managing Editor | September 2010 - February 2012

- **Page Designer:** Created graphics, page layouts, and grassroots marketing on-campus.
- **Web Designer:** Managed, created and curated content for social media and website.
- Initiated Wordpress conversion, saving \$2,000/year for the student newspaper.
- **Managing Editor:** Assistant leadership role – helped lead editors to success in their positions and taught inDesign and layout skills.

SKILLS

Programs | Applications | Coding Languages

Photoshop, Illustrator, InDesign and Folio Builder, Dreamweaver, Mac + Windows OS, Wordpress, Act-on, Asana, HTML and CSS

Other Skills

Photography, illustration, digital imaging and retouching, social media marketing, email, print, and digital design, basic Spanish and Portuguese

ACHIEVEMENTS

Career

UR Valued Recognition of Collaboration (American Greetings)

Academic

KSU Honors College

Past Memberships

Association of National Advertisers
AIGA
Student Design Society