

Kaitlyn Gough

Graphic Designer

(843) 709-3569

kaitlyngough1@gmail.com

Education

Bachelors of Arts in
Journalism and Mass
Communications

University of South Carolina

Major: Visual Communications

Minor: Business Administration

Graduating May 2024

GPA: 3.952

Awards

2022 Student Silver ADDY for
Print Advertising

Palmetto Fellows Scholarship

President's Honor List

Skills

| | |
|-------------|----------|
| Illustrator | InDesign |
| Photoshop | Bridge |
| Premiere | XD |

Experience

Communications Assistant | Fall 2023 - Present

UofSC College of Information and Communications, Columbia, SC

- Produce weekly faculty/staff email for the college
- Curate photo and video content of students and alumni for use on Instagram, Facebook, and LinkedIn
- Create graphics, photos, and video clips to promote the college's events and programs on social media

Designer & Creative Director | 2023

The Carolina Agency, Columbia, SC

- UofSC's student-run communications agency offering creative services and support to local businesses and non-profits
- Design branding and visual identities, digital and print materials, photography, and social media content for clients
- Manage team members, delegate tasks, communicate client's creative visions, edit work, and oversee project completion

Graphic Design Summer Intern | Summer 2022

Gulfstream Communications, Charleston, SC

- Worked on Charleston Magazine, Grand Strand, Charleston Weddings, WNC Magazine, and House Calls
- Designed weekly e-newsletters, graphics, layouts, and maps
- Converted and clipped images using Photoshop
- Communicated with local restaurants and businesses to source photographs for magazine articles

Designer | Fall 2021 - Present

The Daily Gamecock, Columbia, SC

- Designed 2-3 illustrations a month for the student newspaper

Designer | Fall 2021

University of South Carolina CreateAthon, Columbia, SC

- Collaborated with a team of 6 students in 24 hours to design new branding for Bullets & Band-aids nonprofit
- Created print and digital materials and recruitment strategies
- Learned how to work effectively with a team under pressure

Assistant | Summer 2021 & 2023

Sheryl Stalnaker Children's Art Camp, Mount Pleasant, SC

- Assisted teacher and led daily art lessons
- Fostered a fun and positive environment for the campers

