





KAYLA STROUD

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(229) 894-4551 

Macon, GA 

EDUCATION

Valdosta State University
Valdosta, GA | co 12/2016

- / BA, English – Journalism
- / BA, Art – Graphic Design

SKILLS

- / Web & Print Design
- / High Computer Literacy
- / Ability to Work Under Pressure
- / Ability to Work as a Team
- / Stellar Written & Oral Communication Skills

SOFTWARE

- / CMS: Wordpress, Wix, & Squarespace
- / Microsoft Suite
- / HTML, CSS & Javascript
- / Adobe Creative Suite: Photoshop, Illustrator, Muse & InDesign

ACCOMPLISHMENTS

- / Placed 1st & 3rd for “Best Website” in the state from Georgia College Press Association (GCPA) in 2016 & 2017

PROFESSIONAL EXPERIENCE

Web Content Manager & Graphic Designer, Wesleyan College
Macon, GA | 9/2018 – Current

- / Part of Communications team that manages, posts, and maintains Wesleyan College’s official website, wesleyancollege.edu
- / Responsible for the rebranding of the athletic department and web editor of the college’s athletic website wesleyanathletics.com
- / Member of the two-person design team that creates all advertising and branding pieces (ie. Banners, billboards, posters, magazines, etc.)
- / Showcased efficient time management skills by handling two jobs within the communication’s team at the same time

Web Designer, Dougherty County Public Library
Albany, GA | 9/2017 – 9/2018

- / Responsible for the major redesign of the Dougherty County Public Library’s (and its five branches) official website, docolib.org
- / Responsible for compiling all needed information and materials from various departments within the library for publication on new website; design all graphics and took all photography used within new website
- / Designed info graphics, technical illustrations, website mockups and various optics for the new updated webpage layout
- / Working extensively with HTML, CSS and Javascript and SEO; solving technical, editing and coding issues

Web Editor & SpecTech Editor, The Spectator

Valdosta State University, Valdosta, GA | 12/2014 – 12/2016

- / The only editor with access to manage, post, and maintain the school newspaper’s website, vsuspectator.com, every week.
- / Displayed excellent communication skills during weekly budget meetings; Worked with the rest of the digital team to come up with the best content strategies for all digital platforms (web, social media, and our mobile app).
- / Showcased efficient time management skills by handling two jobs within the paper at the same time.
- / Wrote my own weekly column “Pop Addict” and created at least two or more graphics (infographs, headers, timelines, etc.) for both print and web a week.