

KELSEY CROMAR

Graphic Designer

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PROFILE

Senior Graphic Design student at the University of Texas at Arlington (BA — expected Dec 2026) with hands-on experience managing social media and designing brand-focused visual content. Proficient in Adobe Creative Suite, visual communication, and content strategy, with a record of creating on-brand graphics that boost audience engagement. Seeking a graphic design role to apply creative problem-solving and strong visual storytelling to elevate brand presence.

EMPLOYMENT HISTORY

❖ **Social Media Manager, Graze Craze** Jul 2025 — Present

Directed social media strategy and produced end-to-end visual content for Graze Craze, designing all static graphics and creating short-form video to strengthen brand presence. Developed and executed a monthly content calendar and targeted captions/CTAs to grow audience engagement and reach. Streamlined production workflow using Adobe Creative Suite.

EDUCATION

❖ **University of Texas at Arlington** Aug 2022 — Dec 2026

BA - Graphic Design

SKILLS

Adobe Creative Suite	<i>Expert</i>	Content Creation	<i>Experienced</i>
Visual Communication	<i>Expert</i>	Social Media Strategy	<i>Experienced</i>
Brand Awareness	<i>Expert</i>	Canva	<i>Experienced</i>

CERTIFICATIONS

❖ **Social Media Marketing: Strategy and Optimization**

❖ **Marketing on LinkedIn - 2024**

ADDITIONAL EXPERIENCE

❖ **Contracted Muralist, TXBBA** Nov 2026 — Dec 2026

Fort Worth, TX

Contracted by TXBBA to design and execute a large scale mural, gaining hands on experience in client collaboration, concept development, and managing a project from initial design through final installation.