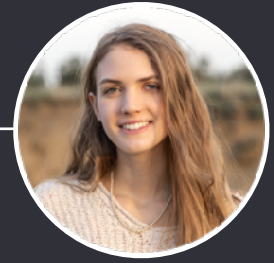


LILA BEAVERS



GRAPHIC DESIGN & MARKETING

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www.lilabeavers.com

Professional Summary

Creative and detail-oriented Graphic Designer who thrives in fast-paced, dynamic, and deadline-driven environments. Specializes in creative design, brand identity, digital campaigns, and product marketing.

Work History

Founder and CEO — May 2023 to Present

Maeven Creative

- Business development and team onboarding
- Develop brand identity and virtual presence to increase customer awareness.
- Design and execute results-driven digital marketing campaigns.
- Social media management and content creation.
- Copywriting for blogs, marketing campaigns, and sales pages.

Marketing Manager — June 2020 to August 2023

The Soul Institute for Quantum Living

- Design out-of-the-box marketing strategies to educate and engage campaign audiences.
- Develop and implement content schedules for cross-platform marketing.
- Manage intern task execution to ensure all visuals and copy are concise, compelling, and on-brand.
- Graphic design services such as print and digital design, photography, retouching, video editing, and more.

Editor-in-Chief - Shreveport, LA Fall' 19 to Spring' 21

Pandora Magazine – Centenary College of Louisiana

- Create and execute a promotional strategy for the magazine as a new student media.
 - Oversee curation, design, editing, printing, and distribution of the magazine.
 - Manage a staff of designers and copy editors.
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Education

Centenary College of Louisiana - Shreveport, LA
2017 to 2021 Deans List 2017-2021

Skills

Adobe Creative Suite,
Microsoft Office, Web Design,
Marketing Automation,
Photography, Copy Writing