

# BAILEY WILSON

## CONTACT

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## EDUCATION

### GEORGIA COLLEGE & STATE UNIVERSITY

2012  
Milledgeville, GA  
Bachelor of Arts Degree  
Broadcast & Electronic Media

## SKILL SET

A  
D  
O  
B  
E  
CS6



Banner 9

Hobsons CRM

PowerPoint

Basic HTML

Windows, Mac

Microsoft Word

## SPECIALTIES

Graphic Design  
Front-end Website Design  
Communication Plans  
Brand Research & Analysis  
File Management  
Layout Design

## EXPERIENCE

### Administrative Assistant for Communications | Georgia College & State University, Milledgeville, GA | 2017 - Present

Successfully translate subject matter into concrete design for e-newsletters, e-mails, and promotional materials. Create design theme and graphics for presentations, tutorial videos, and university website. Participate in team effort to produce streamlined production of policy manuals and educational materials for newly hired employees and student workers.

#### 2018 - 2019 Key Achievements:

- Updated 100+ email designs to target freshman prospects, inquiries, admits, and deposits.
- Participated in transitioning to Banner 9 system.
- From the previous email communication year there was a 25.8% increase in sent emails, 24.5% increase in received emails, 13% increase in viewed emails, 5% increase in viewer email interaction, 2.9% increase on link click email interactions.

### Administrative Assistant I | Georgia College & State University, Milledgeville, GA | 2016 - 2017

Created new design themes for marketing and collateral materials. Collaborated with admission team to design and produce computer-generated artwork for marketing and promotional materials. Multi-tasked as front desk and main visitor contact while supervising all mail-outs, call jobs, and email communications.

#### Key Achievements:

- Created new design theme for main Undergraduate Admissions website and sub-pages.
- Implemented a how-to guide sheet in all freshman admit packets that reduced student confusion and complaints.
- Developed new communication plan of over 100+ emails and call jobs
- From the previous email communication year there was a 28.3% decrease in opt out emails, 10.2% increase on link click email interactions, 5% increase on received email views.

### Graphic Designer – Owner| Bailey Wilson Designs, Milledgeville, GA | 2014 - 2016

- Responsible for design conceptualization and direction.
- Developed custom brands and marketing collateral.
- Created front-end design websites.
- Worked with clients to improve their visual identity while staying within market standards.
- Maintained client records (invoices, receipts, contracts) and day-to-day business operations and paperwork.

### **Freelance Assistant Director – Georgia Quick Start, Atlanta, GA | 2013 - 2014**

- Recommended alternative solutions to potential delays and other production issues.
  - Prepared production and shooting guidelines to meet time parameters.
  - Oversaw all set operations and consistently assured that we met our deadlines.
  - Tracked daily progress and production schedule.
  - Created a comfortable and positive environment for cast, crew and client contacts.
  - Maintained a professional and efficient order on set.
  - Ensured duties delegated by the director were fulfilled.
  - Performed troubleshooting for a variety of issues on set.
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### **Graphic Design Intern – Rigby’s Entertainment Complex, Warner Robins, GA | January 2013- April 2013**

- Designed all promotional print material (*i.e. flyers, brochures, business cards*)
  - Created cohesive image branding
  - Provided all print-ready formats for print suppliers
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### **Freelance Production Assistant – Georgia Quick Start, Atlanta, GA | 2012 - 2013**

- Prepared daily call sheets.
  - Ensured duties delegated by the director were fulfilled.
  - Tracked daily progress and production schedule.
  - Arranged logistics for lodging, meetings, shot lists, schedules and time codes.
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### **Video/Marketing Intern – BURST Agency, Atlanta, GA | May - August 2012**

- Filmed, produced and edited promotional video for WMBA player, Kiesha Brown.
  - Led all intern projects.
  - Scouted and obtained free-of-cost filming locations for multiple videos.
  - Directed client music videos and commercials.
  - Created detailed storyboards and call sheets.
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### **Library Student Assistant – Georgia College & State University, Milledgeville, GA | 2010 - 2012**

- Assisted librarian in cataloging new books and shelving all print material.
  - Answered the library phone and distributed messages to the appropriate parties.
  - Properly utilized office equipment such as photocopier, fax machines, microfiche.
  - Assisted students in finding research materials needed for university projects.
  - Responsible for keeping library clean and ensuring all books were put back in their respective places.
  - Assisted students in utilizing the Internet and Galileo database for educational purposes.
  - Trained student staff on office policies and procedures, such as filing procedures and computer applications.
  - Resolved various student- relation issues to the satisfaction of the head of department.
  - Accurately typed information into computer databases.
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### **Admissions Student Assistant – Middle Georgia State University, Cochran, GA | 2008 - 2009**

- Answered front desk phone calls and multiple office transfers.
- Maintained positive communication with customers during student complaints, as well as resolved issues in a timely manner.
- Organized and properly managed multiple tasks within strict timelines.
- Created promotional material for newly admitted students.
- Obtained a high level of focus and attention to detail in a repetitive environment.