

LARISSA MIKLE

DEMONSTRATIONS OF ABILITIES: <https://portfolio.uark.edu/larissamikle/>

Fayetteville, AR

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PROFILE

I am a creative and innovative individual with several years experience in graphic design software, photography, and media journalism. My strongest skills include design, planning, and communication. These skills helped form my vision statement: Have the courage and ambition to be creative.

ADVERTISING & PUBLIC RELATIONS EXPERIENCE

MEDIA CONTENT CREATOR

The Razorback

Fayetteville, AR

August 2024 - Present

- Construct creative designs for post format; Generate 3-5 designs per month
- Results-driven position that must strategize and execute content to attract and maintain audience
 - Instagram gains 100 followers/month since August 2024
- Strategize, interview/survey, and edit to generate video content
- Design and editing content through Canva and Adobe Illustrator

PHOTOGRAPHER

The Razorback

Fayetteville, AR

August 2024 - Present

- Shoot student life and sports in portraits and action shots using a DSLR camera
 - About 5 sports and student life events each month
- Goal of creative planning to execute and edit shots that are eye-catching, capture emotion, and contain quality production
- Used Adobe Photoshop and Lightroom to edit photos to publication's visual aesthetic; Adjust photos to show subject in an impactful and unique perspective

PHOTOGRAPHY INTERNSHIP

A Day to Adore Photography

Kansas City, MO

June 2024 - July 2024

- Lifestyle photography internship included attending various events, shadow lead photographer, and communicate with clients and vendors
 - Ability to absorb criticism, apply corrections, and grow as a professional
- Candid, detail, architecture, and portrait shots using DSLR camera with lenses including a 35mm, 85mm, and 70-200mm
- Photo selection process tailored to client and desired shot list
- Edit with Adobe Photoshop and Lightroom, to reduce distractions and deliver a cohesive collection of photos

QUALIFICATIONS SUMMARY

Adobe: Illustrator, Photoshop, Lightroom, InDesign

Photography: Sports/event, lifestyle, architecture

Media: Creation in Instagram, Pinterest, LinkedIn, Wordpress

Software: Canva, Microsoft Suite

Experience: Graphic design, publication, media & journalism

EDUCATION

PURSUING A BACHELOR OF ARTS IN ADVERTISING & PUBLIC RELATIONS

University of Arkansas
Fayetteville, AR

Expected Graduation: May 2026

Major GPA: 4.0 GPA: 3.5

SKILLS

- Creative Thinking
- Effective Communication
- Graphic Design
- Active Listening
- Strategic Planning
- Project Management