

ABOUT

I am a recent graduate of Appalachian State University, where I received my bachelor's degree in creative advertising. I have received both formal and field education in graphic design, copywriting, journalism, public relations, social media management, and client relations. I enjoy problem solving and team work, but work just fine on my own as well.

EDUCATION

APPALACHIAN STATE UNIVERSITY

Boone, NC / May 2023

Creative Advertising, Communication, BS

SANDERSON HIGH SCHOOL

Raleigh, NC / May 2018

PROJECTS

CREATEATHON

Boone, NC / November 2022

Developed branding for local farmers market in 24 hours. Led a team of 5 random student volunteers.

DIRECT EFFECTS INNOVATION CHALLENGE

Charlotte, NC / April 2023

Created a direct mail campaign for ESPN and USPS in a 3-hour challenge with a team of 7.

EXPERIENCE

BENEVOLIST

2023-Present / Drive Success Director / Cari Newton (919)795-4795

I assist nonprofit drive organizers using the Benevolist platform in their drive promotion and marketing. I also provide in-house marketing services for the organization.

KONEKO MEDIA, LLC

2021-Present / Owner / Remote

I provide contract communication work for small to medium businesses, typically taking on web and brand design projects. I often serve as a communication consultant and educator for my clients in order to help them effectively use the materials I create.

ZIONVILLE RAMP CO.

2023-Present / Brand Manager & Communication Consultant / Ashley Galleher (828)406.9303

A rebrand, web design, merch design, and social media campaign contract for a skateboarding community center.

SECOND STORY MEDIA

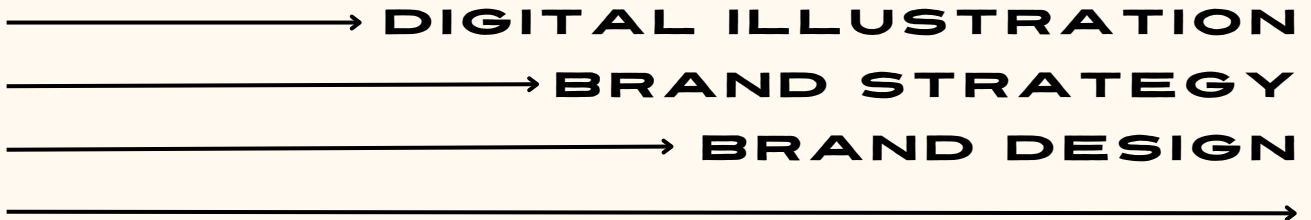
2022-23 / Co-Art Director & Lead Graphic Designer / Laura Brittain (828)962.1314

I worked for this student-run advertising agency for two semesters, handling multiple client accounts, organizing events, designing print, digital, and social graphics, and overseeing all creative deliverables.

THE BALLET HERALD

2021 / Magazine Contributor & Communication Intern / Cherilyn Joy Lee (919)264.4342

I wrote, edited, and published multiple articles, worked on boosting SEO, ad placement, analyzing and improving metadata, developed content and a content calendar for social media.



SOFTWARE

Illustrator	Squarespace
Procreate	Turbify
InDesign	Wix
Photoshop	Asana
Hootsuite	Hubspot

SKILLS

Web Design	Strong Leader
Brand Strategist	Public Speaking
Communication	Eager to Learn
Event Planning	Content Creation
Fast Learner	Highly Motivated

CONTACT

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Visit TerashimaDesign.com for digital illustration and advertising portfolios

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