

# Victoria Wills

## Graphic & UX Designer | Videographer



### About Me

I received a BA in Media Arts and Design from James Madison University, which trained me in everything from basic web design, to graphic design, to writing and creating films. I have received certifications in Graphic Design and UX Design from New York Institute of Art and Design. For the last five years I have been the only marketing specialist for a non-profit. I have worked in video, design, and marketing positions and have a strong understanding of all three specialties.

### Contact

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Toano | VA

### Experience

March 2020 – Present

#### ICM | Newport News, VA Digital Marketing Specialist

- Organize, schedule, and design email marketing campaigns.
- Strategize, design, and manage social media marketing campaigns.
- Design fliers for digital distribution.
- Manage Google accounts (Analytics, Ads, Tag Manger, Non-profit, etc.).
- Assist in strategizing, running, and advertising the digital needs for events.
- Manage and maintain WordPress website. Includes designing new pages and working with developers.

July 2018 – December 2019

#### RIAN Enterprises Inc. | Williamsburg, VA Video Production Manager

- Managed pre-production, production, and post-production of video for the creative production company *Tusk Creative*.
- Designed spreads and advertisements for the monthly magazine *Health Journal*.
- Managed and maintained WordPress website.

### Skills

Final Cut Pro	Photoshop	Communication
InDesign	Teamwork	WordPress/Elementor
Illustrator	Fast Learner	Constant Contact
XD	Creative	Problem Solver

### Education

2014 – 2018 Bachelor of Arts

Media Art & Design | James Madison University

#### Certifications

2023 Graphic Design | New York Institute of Art and Design

2025 UX Design | New York Institute of Art and Design