

# BAYLIE JONES

Kingsport, TN | Lynchburg, VA

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## EDUCATION

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### Liberty Univeristy

Lynchburg, VA

*Bachelor of Strategic Communcations. Cognate in Social Media Management*

Spring 2023

- GPA: 3.67
- Intern with Liberty Athletics Marketing Department

## WORK AND EXPERIENCE

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### BrandWell Designs

Remote

*Freelance Brand Designer*

March. 2023- Current

- Uses my creative and design skills to design logos and branding for businesses

### Liberty Athletics Marketing

Lynchburg, VA

*Marketing Intern*

Aug. 2022- Dec. 2022

- Represented the face of Liberty Athletics Marketing at various sporting events.
- Helped assist with gameday operations such as media timeouts, music, halftime events, etc.
- Used my creativity skills to brainstorm ideas for themed games, promotion ideas, and giveaways.

### Plank and Pillow

Kingsport, TN

*Social Media Manager Intern*

May 2022-Aug. 2022

- Created Instagram Reels, Tiktoks, and other content for social media pages.
- Designed graphics to be used on Instagram stories and Reward Style

### Cumberland Marketing

Kingsport, TN

*Marketing Intern*

Jan. 2020-March 2020

- Assisted in helping the marketing firm grow their client's social media pages by producting content, creating hashtags, engaging with others accounts, etc.
- Voiced my creative opinion during team meetings to be used for client's social media pages.

## SKILLS

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Communcation, Organization, Works well with others, Adobe (InDesign, Illustrator, Photoshop, Lightroom, Premier Pro, Audition), Social Media (Instagram, Instagram Reels, Tiktok, Twitter, Facebook)