

Hunter R. Highfill

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EDUCATION

Illinois State University Normal, IL
Bachelor of Science Degree in Marketing May 2020
Major: Integrated Marketing Communications
Cumulative GPA: 3.6/4.0

WORK EXPERIENCE

Adobe Normal, IL
Student Ambassador August 2018-Present

- Drive 50+ trial downloads each semester through social media marketing and tabling around campus
- Teach Adobe Creative Cloud programs to 100+ students during bi-weekly workshops
- Master Adobe Photoshop and Illustrator to help teach students about the Adobe Creative Suite

TikTok Normal, IL
Campus Representative January 2020-Present

- Increase awareness and brand engagement by interacting with ISU students in a positive way
- Complete a variety of tasks: organize 4 events on campus, 5 social media posts, and post 5 TikToks

Freelance Graphic Design 2015-Present

- Created snapchat filters for a wedding, high school, and business fraternity events
- Designed flyers for Alpha Kappa Psi professional business fraternity, ISU events, and Victoria Secret PINK

Marketplace Selections Peoria, IL
Inventory Management Worker April 2017-August 2019

- Verified and organized daily shipment orders for local and semi-local businesses
- Coordinated and arranged products on trucks for distribution the following morning
- Prepared for major events held in the local area such as the Peoria Oktoberfest
- Trained several employees for the day and night shifts

Supply Drop Normal, IL
Co-Owner February-May 2018

- Designed, constructed, and managed the Supply Drop website allowing customers to purchase the product
- Negotiated with local businesses for sponsorships and donations
- Created logos and 3D stencils for packaging the products to help attract customers
- Managed the Supply Drop social media pages to broaden our market and reach the consumer
- Raised over \$400 for St. Jude Children's Hospital

ORGANIZATIONS/ACTIVITIES

Alpha Kappa Psi Professional Business Fraternity (April 2018-Present) Normal, IL
Webmaster December 2018-May 2019

- Maintain a visually appealing and easy-to-use website for online members and visitors
- Use Weebly to regularly update the fraternity's website

Vice President of Communications May-December 2018

- Delegated specific tasks to a five-person committee, drawing attention to the fraternity
- Designed eye-catching graphics for social media marketing
- Created an appealing rush video to attract potential new members to join the organization

Illinois State Men's Club Soccer Normal, IL
August 2019-October 2019

- Competed against other University club soccer teams to qualify for Nationals

ACHIEVEMENTS

Dean's List Normal, IL
Spring 2019

- Met a high standard grade point average for the semester established by the Marketing Department

National Honors Society Peoria, IL

- Achieved 100 extra hours than the required amount; totaling over 200 hours of community service April 2017

COMPUTER SKILLS

Adobe Creative Suite: Adobe Illustrator & Adobe Photoshop, Final Cut Pro, Microsoft Excel, and Microsoft Word