



## MCKENZIE ELKINS CLEGHORN

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### EDUCATION

***B.A. Graphic Design  
minor Illustration  
John Brown University***

Siloam Springs, AR

Graduated December 2021

- 3.7 GPA
- Selected for Study Abroad program in Ireland Fall 2019
- Dean's List
- President's List

### STATEMENT

Award-winning graphic designer with experience across diverse design categories including packaging design, brand identity, social media posts, display ads, Meta ads, print billboards, UX design, and UI design.

### CERTIFICATIONS

- Achieved exceptional performance for the creative director course at ELVTR with Adrian Chan, the executive creative director at Ogilvy

### SKILLS

- Expert in Adobe Creative Suite
- Beginner in HTML and CSS
- Intermediate experience in Mailchimp

### HOBBIES

- Sewing
- Painting
- Running

### AWARDS

- Gold Addy – FRIO Vodka packaging
- Silver Addy – Arkansas State Fair

### WORK EXPERIENCE

***Art Director, Agency GWL***

Little Rock, AR • Jan 2025–Present

- Managing graphic designers
- Orchestrating internal deadlines to make sure branding packages are delivered to client on time and within scope
- Presenting projects to clients
- Providing feedback and approval for all graphics for all of Agency GWL's clients to make sure each item is up to creative quality standards, free of errors, and on brand
- Functioning as a graphic designer working on all projects

***Graphic Designer, Agency GWL***

Little Rock, AR • Mar 2022–Jan 2025

- Creating graphics and designing branding for print and digital across a wide variety of brands including Tropical Smoothie, Child Support Enforcement, Grand Savings Bank, and more
- Animating items to increase interest in digital graphics
- Creating concepts and graphics for 32 content calendars
- Writing, designing, and sending e-blasts for clients to their customers

***Graphic Design Intern, Garver***

Little Rock, AR • May 2021–Dec 2021

- Branding presentations, posters, promotional items, and stationary to match the Garver brand
- Designing and coordinating printing for signage for company events

### FREELANCE

***Freelance Graphic Designer,  
Branches Mission Lab***

Remote

- Designing branding packages and individual elements for a wide variety of non-profit clients
- Communicating with clients to understand their needs

***Freelance Graphic Designer,  
Rock City Digital***

Little Rock, AR

- Designing logos for a wide variety of clients
- Presenting ideas to clients