



Kayla BRASHER

Graphic Designer | Content Creator

EDUCATION

AAS in Advertising & Graphic Design
Wake Technical Community College
2026

SKILLS

Design Software:

- Adobe Illustrator, InDesign, Photoshop, Lightroom, Premiere Pro, After Effects

Web & UI:

- Wordpress, Figma, HTML, CSS

Marketing & Content:

- Digital advertising, content creation, social media management

Productivity Tools:

- Google Docs, Sheets, Slides, Microsoft Word, Excel, PowerPoint

AI & Workflow Tools

- Generative AI for brainstorming, copy development, research support, and creative workflow efficiency

CONTACT

425-221-2023

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Cary, NC

kaylamakes.com/portfolio

WORK EXPERIENCE

FOUNDER AND GRAPHIC DESIGNER
Kayla Makes | The Little Journal Club

- Design brand identities, marketing materials, and digital assets for two creative brands across web, social, and print

- Create graphics, layouts, and promotional content using Adobe Illustrator, InDesign, and Photoshop

- Build and maintain Wordpress websites with a focus on branding consistency and usability

- Produce and edited photos and video content using Premiere Pro and After Effects

- Manage social media content, scheduling, and engagement across multiple platforms

- Develop digital marketing campaigns and promotional materials

- Analyze performance metrics to improve content and engagement strategies

BLOG CONTRIBUTOR & CONTENT CREATOR
Cricut | Silhouette America

- Create branded blog, tutorial, and promotional content for nationally recognized craft brands

- Develop written, visual, and photo-based content aligned with each company's voice, audience, and product focus

- Produce projects that supported community engagement, product education, and brand visibility

- Work within brand guidelines while bringing original creative concepts to life