



Adam McClain

Freelance Design + Marketing

CONTACT

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EDUCATION

Northwest Missouri State
University, Bachelors of
Science & Arts in Digital
Media: Visual Imaging
January 2021-december
2024

TECH SKILLS

- Elementor/Wix studio
 - Camera Operations
 - Screen Printing
 - Direct to Film
 - Premier Rush
 - HTML5/CSS
 - After Effects
 - Illustrator
 - InDesign
 - Printing
 - Canva
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KEY SKILLS

- Entry level marketing
- Design Principles
- People leadership
- Brand Building
- Brand Identity

PROFESSIONAL SUMMARY

Creative and result driven freelance designer in visual design and marketing. Expertise in creating visually compelling content, both print and web, using skills within the adobe creative suite and other industry-standard tools. Track record that shows ability to handle multiple projects while collaborating with clients to achieve their vision. Disciplined in leveraging creativity and technical proficiency to deliver high quality designs that meet client objectives and enhance their market presence.

RELATED EXPERIENCE

INNER PINK

Internship - Marketing Strategist + Designer May 2024-present

- Designed, published, and managed a professional website to attract clients.
- Attended networking events to build connections and expand business opportunities
- Promoted the business through strategic marketing initiatives and social media campaigns
- Conducted meetings with other freelance marketers to collaborate on projects and share insights
- Created unique and memorable logo to establish brand identity
- Developed and distributed promotional items to enhance brand visibility and engagement

MCCLAIN'S HELPING HANDS LLC

Personal Client - Designer May 2024-present

- Designed, published, and managed a professional website to attract clients.
- Promoted the business through strategic marketing initiatives via print & door to door promotion
- Created unique and memorable logo to establish brand identity
- Developed and distributed promotional items to enhance brand visibility and engagement

AWARDS

FUTURE BUSINESS LEADERS OF AMERICA (FBLA)

- Placed 5th in state for organizational leadership - 2019
- Placed 5th in nationals for mobile app development -2019