YIANA HILYER

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ABOUT ME

I'm a senior at the University of South Carolina majoring in Visual Communications with a minor in Francophone Studies. I have hands-on experience working during the summers as a Marketing Assistant at James Island Signs, a local sign shop in Charleston, SC. I am passionate about expanding my expertise in social media marketing and eager to take on new opportunities in the field.

EDUCATION

2023-2026

University of South Carolina - Columbia, SC

Bachelor of Arts in Journalism and Mass Communications

- Major in Visual Communications
- Minor in Francophone Studies
- 3.9 GPA
- President's List (Fall 2023-Spring 2026)

EXPERIENCE

2023-PRESENT **James Island Signs - Charleston, SC**
Marketing Assistant - Seasonal

- Create and schedule social media posts across platforms such as Instagram and Facebook.
- Help manage the company's social media accounts and online presence.
- Assist with email marketing and maintaining customer/client contact lists.
- Take photos and videos for social media and promotional content.
- Create and edit graphic designs for various products, helping develop visually appealing designs that align with customer requests and the company's brand.

TOOLS AND SKILLS

- Photography
- Videography
- Social Media Marketing
- Graphic Design
- Computer Literacy
- Proficient in Adobe Indesign and Illustrator
- Organized
- Problem-solver
- Strong communication