



Parker Bensyl

Graphic Design

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education

✦ Missouri State University

Bachelor of Fine Arts in Design

3.8 GPA ✦ Graduating May 2024

✦ Northland Center for Advanced Professional Development

Specialization in Graphic Design | May 2020

experience

✦ Genie Health

Graphic Design and Marketing Intern | March 2022–present

Plan, write, and design social media content across Facebook, Instagram, and LinkedIn platforms for healthcare providers and patients using Meta Business Suite to track data.

Conduct market research on other physical therapy and telehealth companies, providing valuable insights to inform strategic decision-making.

Assist with website updates using WordPress, including copywriting and design.

✦ Missouri State University Campus Recreation

Graphic Artist | February 2021–present

Complete an average of 3-4 larger projects (posters, pamphlets) and 5-10 smaller projects (social posts) each month, contributing to the visual identity of each department.

Implement brand guidelines to assist graduate assistants in creating consistent and visually impactful social media posts.

Adhere to established guidelines to remain integrity of University branding and outside partners, such as the American Red Cross.

Building Manager | August 2022–present

Oversee 5 departments on shift, including supervision of student employees, delegation of tasks, and student staff writeup or shout out forms.

Provide feedback on job performance for individual student employees from a managerial perspective on a semester basis .

Address customer service inquiries and handle emergency situations promptly and effectively, documenting incidents and accidents after.

skills

Adobe Creative Suite: Illustrator, Photoshop, After Effects, InDesign, Lightroom, Acrobat, Bridge

WordPress, Meta Business Suite, Copy Writing, Digital Photography, Canva, Basic HTML and CSS, Figma