



# CHERI AYERS

Graphic Design • Communications • Media  
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## profile

To secure a position with a company or organization with an energized, fast-paced environment that allows its employees to grow creatively and professionally while utilizing multimedia platforms.

## education

**Louisiana State University**  
Strategic Communication  
Master of Mass Communication  
May 2015

**The University of Southern Mississippi**  
Public Relations  
Bachelor of Arts; Minor Art  
May 2012

## experience

**Woodrow Wilson International Center for Scholars**, Africa Program Communications Coordinator, *August 2021 - Current*

Oversee all program blogs and publications by serving as project manager and lead copyeditor, creating project timelines, soliciting contributors, designing layouts, and finalizing submissions, with 35 blogs and 15 publications (25,400+ views) disseminated during FY22. Design all program print and digital content including multi-page booklets. Maintain the program's web content (Drupal and Wordpress). Serve as the social media manager for the program's social media platforms. Draft communications plans for internal reports and funder reports containing media engagements and analytics.

**AIM Print & Ship**, Design Director *March 2015 - July 2021*

Consult with clients about strategies for branding, design, and advertising. Lead and oversee all projects and designs, averaging 50 per week. Manage and maintain the front of the office, which serves as a store front for design as well as general needs such as printing, shipping, and other services.

**Designs by Dee**, Graphic Designer *August 2017 - July 2021*

Provide high resolution, quality graphics for social and commercial apparel with an expedited turnaround, averaging 10 per week.

**GeauxSlim Nutrition**, Social Media Coordinator *August 2017 - December 2020*

Conduct a full re-brand from Medifast Weight Loss Clinic to GeauxSlim Nutrition including logo, printing, design, and marketing. Generate social media posts and a monthly campaign to be featured in both print and digital advertisement.

**LSU University Recreation**, Marketing Graduate Assistant *August 2013 - March 2015*

Design print and digital layouts including magazine/newspaper layouts, website design, and video. Create, organize, and oversee a street team of four employees, including the implementation of several strategies and tactics. Lead student marketing employees in the execution of area campaigns for aquatics, adventure education, fitness, wellness, and intramural sports.

**Kinder Care**, Teacher *January 2013 - March 2015*

Tutor Pre-Kindergarten - 6th grade children. Cultivate positive relationships with families, co-teachers, and community contacts.

**Hattiesburg Health & Rehab**, Activities Coordinator *June 2012 - December 2012*

Organize special events for the facility and implement daily activities for the residents.

**Johnny DuPree for Governor**, Campaign Intern *June 2011 - November 2011*

Implement a grass roots campaign through multimedia platforms. Lead young volunteers throughout the state to generate college-aged voter registration. Assist the finance and marketing departments as needed.

**The University of Southern Mississippi** Campus Recreation, (Various Roles) *January 2009 - May 2012*

Learn the basics of advertising, graphic design, and event planning for department campaigns. (Marketing Assistant)  
Manage and maintain any equipment utilized by students and patrons. (Equipment Issue)  
Provide students and patrons customer service including selling memberships. (Service & Sales)

## skills

Branding, Photoshop, Illustrator, InDesign, Microsoft Office, Layout Design, Office Management, Public Speaking, Mentoring

[cheriayers.wixsite.com/portfolio](http://cheriayers.wixsite.com/portfolio)

\*References available upon request