



molly keefe
design + creative strategy

EDUCATION

SYRACUSE UNIVERSITY

College of Visual and Performing Arts

BFA in Communications Design 2023

SYRACUSE UNIVERSITY

S.I. Newhouse School of Public Communications

Public Communications Studies Minor 2023

SYRACUSE UNIVERSITY | *London, England*

Study Abroad Spring 2022

AWARDS & INVOLVEMENT

GDUSA | *2023 American Graphic Design Awards*

My winning entry entitled: "Spirits: New Orleans Voodoo Liquor"

GDUSA | *2023 American Graphic Design Awards*

My winning entry entitled: "EAZE: Acupressure Relief Jewelry"

SYRACUSE UNIVERSITY | *Magna Cum Laude*

Graduation Honors 2023

SYRACUSE UNIVERSITY | *Dean's List*

Honored 2019-2023

SYRACUSE UNIVERSITY | *AIGA NY CHAPTER*

American Institute of Graphic Arts 2020-2023

SYRACUSE UNIVERSITY | *Alpha Chi Omega*

Active Member 2020-2023

EXPERIENCE

FREELANCE HAIR & MAKEUP | *Creator, 2017 - Present*

Turned experience, creativity and passion for Irish dance into a freelance hair and makeup business. Promoted expertise within the New England dance community and provided services to hundreds of dancers competing in regional, national and worldwide Irish dance competitions. Marketed services via social media channels to expand business for weddings, proms, and special occasions.

UNION STRAW RESTAURANT | *Server, 2022 - Present*

Hired as a server for the 2022 summer season learning customer service, teamwork, multitasking, problem solving and communication skills. Pitched creative design expertise to manager and designed promotional materials highlighting weekly food and drink specials on a regular basis.

DOORDASH | *Dasher, 2020 - 2021*

Through problem solving and adaptability, turned to food delivery during the height of the pandemic.

MANSFIELD SUMMER CAMP | *Counselor, 2018 - 2019*

Designed daily schedules, creative games, and age-appropriate arts activities for dozens of campers aged 5-12. Managed campers through daily routines and kept record for the town of Mansfield, MA recreation department.

SKIPJACK'S RESTAURANT | *Hostess, 2016 - 2018*

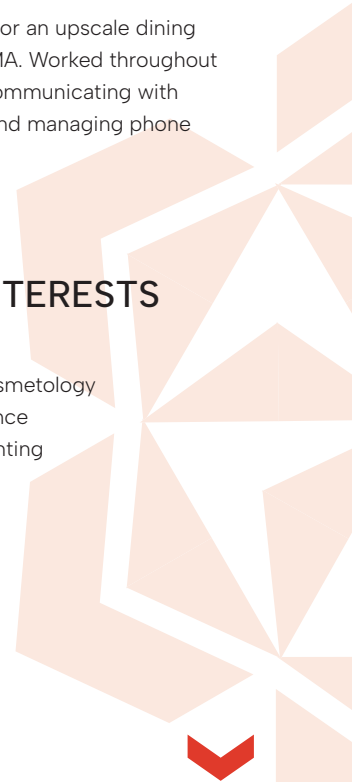
Began working before the age of 16 as hostess for an upscale dining restaurant in Patriot Place, located in Foxboro, MA. Worked throughout high school as a hostess greeting customers, communicating with servers, designing seating rotation schedules, and managing phone reservations.

CREATIVE SKILLS

Adobe Creative Suite
Advertising
Brand Identity
Branding
Concept Development
Copyrighting
Creative Strategy
Packaging Design
Problem Solving
Publication Design
Social Media
UX/UI Design

INTERESTS

Cosmetology
Dance
Painting



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