

Olivia McCauley

GRAPHIC DESIGNER

CONTACT

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Graphic Designer experienced in branding, digital marketing, social media, motion graphics, video development, and print design. Passionate about creating strategic, visually engaging content that strengthens brand identity and supports business goals while managing multiple projects and collaborating with cross-functional teams.

EDUCATION

Bachelor of Fine Arts in Graphic Design

Ball State University
2020 – 2024

SKILLS

Adobe Creative Suite
(Illustrator, InDesign, Photoshop,
Premiere, Audition, After Effects)

Social Media Design and
Publishing Software (Hubspot,
Publer, Sprout, Meta)

Creative Strategy

Marketing Campaigns

Presentation Design (PowerPoint)

Motion Graphics + Video Editing

AWARDS

- Graphic Design USA, American Graphic Design Award for Cheetah Claws Direct Mail for Hunt Client Conference, 2023
- American Advertising Award, Silver Addy Cheetah "Ted" Campaign

EXPERIENCE

Digital Media Designer

Intersection | January 2026 - June 2026

- Gather content and develop social media for clients such as Destination Muncie, DWNTWN, Agape, Cheetah, and Moneytree.
- Create scroll-stopping video content on Facebook and Instagram social media platforms
- Design and format digital ads for Destination Muncie Campaigns such as Minnetrista and the Muncie Children's Museum
- Enhance existing PowerPoint presentations that are on brand for sales, business process outsourcing, and implementations teams for Cheetah.
- Edit and repurpose existing Streamyard content for Intersessions speaker promotion using Adobe Premiere Pro and scheduling on social media platforms.

Graphic Designer

Accutech Systems Corporation | August 2023 - December 2025
Internship: Fall 2023 - Spring 2024 | Full-time: Spring 2024 - December 2025

- Created social media campaigns that aligned with client branding and marketing goals.
- Develop annual visual identities, manage and create social media content, create information speaker and sponsor guides for the Hunt client conferences
- Updated branded presentations and marketing collateral with existing brand elements.
- Prepared production-ready files for print and digital distribution.
- Created promotional short videos working with a voice actor and other audio in Adobe Audition
- Art directing Cheetah campaign commercial and prop creation.