

Compliance & Performance Resume

PROFESSIONAL SUMMARY

Makeighla Diehl is a creative and detail-oriented Junior Brand Designer with experience supporting graphic design, branding, website content management, digital marketing, and administrative operations. A graduate of the Greater Altoona Career & Technology Center, she combines technical design skills with strong organizational abilities to support client projects from concept through completion. Makeighla assists with the creation of digital and print marketing materials, social media content, website updates, content organization, and creative asset management. She is proficient in Adobe Creative Cloud, Canva, WordPress, Microsoft Office 365, and digital collaboration platforms. Her attention to detail, commitment to quality, and ability to manage multiple responsibilities contribute to successful project delivery for public sector, nonprofit, education, healthcare, and commercial clients.

CORE COMPETENCIES

- Graphic design and visual communications
- Creative services support for regulated environments
- Print and digital asset production
- Branding and layout execution
- Documentation and file management
- Stakeholder collaboration
- Customer facing communications

PROFESSIONAL EXPERIENCE

Junior Brand & Social Media Designer

Cassus Media LLC

August 3, 2025 to Present

Key responsibilities and achievements:

- Develop graphic design assets for social media, websites, marketing campaigns, and print materials
- Support the creation and maintenance of client branding, visual standards, and marketing collateral
- Assist with content formatting, layout design, and creative asset production
- Coordinate design revisions and updates based on client feedback and project requirements
- Prepare digital assets for publication across websites, social media platforms, and email marketing campaigns
- Maintain organized project files, creative assets, and documentation to support team workflows
- Conduct quality assurance reviews to ensure accuracy, consistency, and adherence to brand standards
- Support website content updates, image optimization, and visual enhancements
- Assist with data entry, content migration, and administrative support functions related to marketing projects
- Collaborate with internal team members to meet project deadlines and deliverables

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- Support nonprofit, government, healthcare, education, and commercial clients through effective visual communication
- Contribute to ongoing marketing initiatives through creative design, content organization, and project support

EDUCATION

NOCTI Certification in Visual Arts

Greater Altoona Career and Technology Center

June 2019

Areas of concentration include typography, web design, logo design, packaging, publication design, advertising design, document and print material design, and color theory.

CERTIFICATIONS AND TRAINING

Professional Training in Adobe Creative Cloud Apps including Photoshop, Illustrator, and InDesign

Training in Graphic Design Principles, Brand Development, Typography, and Visual Communications

Training in Website Design, Content Management Systems, and Digital User Experience Fundamentals

Training in Social Media Marketing, Digital Content Production, and Multimedia Communications

TOOLS AND SYSTEMS

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Acrobat Pro), Canva Pro, WordPress Content Management System, Divi Website Builder, Meta Business Suite, ClickUp Project Management Platform, Microsoft Office 365, Google Workspace, Mailchimp, Constant Contact, Digital Asset Management Systems, Cloud-Based Collaboration Platforms, Social Media Management Tools, Content Publishing Platforms, Website Content Management Systems, Digital File Organization & Version Control Systems