CYDNEI MCKINNEY

EDUCATION

BACHELORS IN MARKETING **2014 - 2018**

Tarleton State University

UX/UI CERTIFICATION **2020-2021**

University of Texas at Austin

EXPERIENCE

PROJECT COORDINATOR

Robinson Creative

2022-

- Works directly with owners, art directors, vendors and clients to facilitate projects through each phase.
- Works with project coordination system to create daily goals and track workflows weekly progress reports for each project.
- Works with owners, art directors and vendors to create pricing proposals for clients.

ASSOCIATION ADMIN ASSISTANT FOR GROUP FITNESS

YMCA of Metropolitan Dallas

2021-2022

- Strengthened social engagement through content creation for events including social media posts, email marketing, media tiles, event banners and flyers.
- Owned and captured monthly class metrics to present to executive management team or branch leadership, when requested.
- Composed onboarding and training materials for new instructors including reference guides and tutorials.
- Monitored and managed training compliance for all instructors to ensure all staff were up to date with all YMCA training standards.

IN-HOUSE GRAPHIC DESIGNER

Freelance

2019-2022

- Collaborated with small businesses in creating logos that amplified their services using Adobe Illustrator.
- Designed and created content such as business cards and promotional/graphic content for small businesses.

SKILLS

- Content creation for social media
- Experience in UX process of Definition and Ideation
- Experience and knowledge of Adobe XD, Illustrator, Photoshop, and Canva
- Google Analytics
- Graphic Design
- Event Planning
- Efficient in Data Reporting
- Written and Verbal Communication
- Project Management
- Experience with Wrike: a project management system

Check out my LinkedIn

https://www.linkedin.com/in/cydneimckinney/

Check out my Graphic Design and UX/UI Portfolio:

https://cydneichevaghn.myportfolio.com/

(972)- 523- 5235

cydneichevaghn@gmail.com

Euless, Texas

CYDNEI MCKINNEY

EXPERIENCE

HEALTH AND WELLNESS COORDINATOR

Grand Prairie Family YMCA

2019-2020

- Oversaw and structured fitness and wellness programs such as group classes, personal training, Diabetes Prevention Program, Livestrong, Homeschool Kid Fit, Fit for Health, Get Up & Go., etc.
- Developed and managed programs for our Active Older Adults such as luncheons and entertainment events, as well as coordinated with guest speakers.

SALES ASSOCIATE

Kate Spade

2020-2021

- Achieves individual sales goals.
- Develops strong product knowledge across all categories.
- Able to develop a personal connection with guests through effective use of the selling skills.

SKILLS

- Content creation for social media
- Experience in UX process of Definition and Ideation
- Experience and knowledge of Adobe XD, Illustrator, Photoshop, and Canva
- Google Analytics
- Graphic Design
- Event Planning
- Efficient in Data Reporting
- Written and Verbal Communication

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