VINCENT HIERONYMUS

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SUMMARY

A results driven **Graphic Designer** and **Social Media Creator** skilled in **visual identity**, **brand development**, and **content strategy**. Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma and Canva as well as producing print, digital, and motion content that strengthens brand recognition and drives engagement across TikTok, Instagram, YouTube, LinkedIn, and X.

WORK EXPERIENCE

Social Media Intern, Bowling Green State University **Aug 2025- Jan 2026**

- Designed graphic design, motion graphics, and short-form video across TikTok, Instagram, YouTube, LinkedIn, and X, strengthening BGSU's brand identity for a 61.8K+ follower audience.
- Produced viral social content, including a TikTok with 48.2K Views, 162 shares, 448 saves, and an Instagram graphic with 7.8K+ likes.
- Executed content strategy using Adobe Creative Suite, Canva, and Sprout Social analytics to optimize engagement and visual brand consistency.

Social Media and Graphic Design Intern, Heat Dance **June 2024- Aug 2025**

- Designed 30+ logos and brand assets in Adobe Illustrator for a subscription-based dance and fitness app's monthly themed programs.
- Produced 60+ on-brand social graphics, story templates, and in-app visuals across dance, fitness, and lifestyle content.
- Collaborated remotely with marketing and product teams to deliver visual content on tight monthly release deadlines.

Photographer & Multimedia Designer, Art House Inc **Apr 2023- Aug 2024**

- Photographed live arts events featuring prominent Cleveland artists, producing editorial imagery for marketing and archival use.
- Edited long-form video and designed YouTube thumbnails, strengthening channel branding and visual consistency.
- Produced motion graphics and animations integrated into video content and event promotion.

Videographer & Graphic Designer, BGSU Football **May 2023- Dec 2023**

- Captured game-day photography and video highlights for BGSU Football's official Instagram and X channels.
- Produced jumbotron video content and hype reels for in-stadium home game audiences.
- Designed motion graphics and video assets for locker room displays and digital platforms.

EDUCATION AND ORGANIZATIONS

Bowling Green State University **Aug 2021 - May 2026**

Bachelor of Science in Technology, Minor in Marketing

- Dean's List Academic Achievement Award
- Member of the BGSU Chapter of the National Society of Leadership and Success and Phi Kappa Phi
- Studied Abroad in Athens, Greece

KEY SKILLS

- **Adobe Creative Suite**: Photoshop, Illustrator, InDesign, Premiere Pro, After Effects
- Motion graphics and short-form video editing
- **Brand identity**, visual consistency, and content strategy
- **Social media strategy** across TikTok, Instagram, YouTube, LinkedIn, and X
- Photography and videography (DSLR, mirrorless)
- **Analytics** and performance optimization (Sprout Social, Google Analytics, Meta Insights)
- UI/UX design in Figma (wireframing, prototyping)
- Canva, Adobe XD, and cross-platform design workflows