



VANESSA LITCHARD

MARKETING COORDINATOR & GRAPHIC DESIGNER



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[LinkedIn](#)



[Portfolio](#)

PROFESSIONAL EXPERIENCE

Meridian Residential Group

February - May 2025

Marketing Manager

- Increased Instagram reach to 3.3K in just one month through strategic content planning, consistent posting, and targeted audience engagement, boosting brand visibility across multiple properties.
- Designed and built a fully functional website using AppFolio's custom coding tools, enhancing user experience and streamlining property management communications for residents and prospects.
- Managed and created content for Meridian, Pebble Road, and Greenslake social accounts, tailoring strategy and visuals to each property's brand and audience.

The Natural Server

June 2024 - May 2025

- Demonstrated exceptional multitasking skills by efficiently serving and attending up to 25 tables per shift, thriving in a fast-paced work environment.
- Built rapport with regular customers, contributing to an increase in repeat business.

South Carolina Stingrays Hockey ECHL

September 2023 - May 2024

Graphic Design and Video Production Manager

- Completed more than 15 visually appealing graphics and branding materials for various marketing campaigns, ensuring brand consistency and adherence to design guidelines.
- Collaborated with different department members to understand project requirements, delivering designs that met both aesthetic and criteria within tight deadlines.
- Designed engaging graphics for social media platforms, resulting in a 15% increase in engagement.
- Directed and edited over 10 promotional videos for events and campaigns enhancing the team's online presence and fan engagement.
- Successfully managed multiple projects simultaneously, ensuring deadlines were met without compromising quality.

Motor City Rockers Hockey FPHL

August 2022 - February 2023

Communications and Marketing Director

- Developed and surged digital presence across social platforms including Instagram, Facebook, Twitter, TikTok, and YouTube, with an average 35% weekly growth in followers.
- Orchestrated 15 in-arena fan-engaged entertainment games and events, connecting with 10k+ in-game fans, increasing community relations and involvement.
- Created and managed digital content for all of the team's social media platforms including Instagram, Twitter, Facebook, Youtube, TikTok, and LinkedIn.

EDUCATION

The University of Michigan

Ann Arbor, MI

Bachelor's Degree with a Major in
Communications and Media

Minor in Digital Studies

Focusing in Marketing, Social Media Management,
Journalism, and Branding

College Activities

WOLV TV Executive Producer, Big Ten Student
Network Production Assistant, Best Buddies,
Nakamura Co-Op Secretary

SKILLS AND ACTIVITIES

Technical Skills

Photography, Videography, Graphic Design, Adobe
Creative Cloud, Meta Business Suite, Google
Analytics, Canva, Wix, Microsoft Office

Soft Skills

Time Management, Storytelling, Creativity,
Teamwork, Leadership, Problem-solving

Volunteer Work and Activities

Animal Shelter Dog Walker Volunteer,
Environmental Activist for World Wildlife
Foundation, Cosplay Events and Promotion