



KIMBERLY DALIAGON

designer & advocate

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EDUCATION

James Madison University
December 2019, B.S.

Media Arts & Design
creative advertising
Health Sciences
health studies

SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Search Engine Optimization
Social Media Marketing
WordPress
Mailchimp
Hootsuite
Associated Press style
Sony Vegas Pro

HONORS

Being A Leader
Course Graduate 2020
Omicron Delta Kappa

Dean's List Spring 2019
Fall 2018
Spring 2018
Fall 2017

Leadership
Scholarship 2017-2019

Honors Program 2015-2017

General Education
Conference 2015

EXPERIENCE

RTEC Treecare Marketing Specialist (2020-2021)

One person marketing team. Led weekly strategic meetings with leadership team, managed WordPress websites and social media, wrote weekly blog posts, sent email campaigns, tracked analytics, improved SEO and findability, and assisted with everyday administrative office functions.

Omicron Delta Kappa Marketing Chair (2019-2020)

Promoted awareness of the leadership honor society. Ran social media pages (Facebook, Instagram). Photos and videos were taken at events and published online.

Game Changers Social Media Chair (2016-2020)

Planned events and managed social media. Photos and videos taken at events. Fliers created and distributed to promote organization and its emphasis on diversity.

Health Sciences Symposium (2018)

Throughout a semester, collaborated with a group through the research, development, and presentation phases of health research. Together, ran statistical tests, wrote a scientific paper, and presented research at the symposium.

Teacher's Assistant (2018)

Assisted students in health science class by answering questions, hosting review sessions, and grading assignments. Published additional helpful resources online.

JMU Open House Department Representative (2018)

Nominated by a professor, became a volunteer representative at an open house for health sciences. Educated and guided prospective students.

RELATED COURSE EXPERIENCE

Creative Advertising Campaigns

Studied and executed the creative process of developing a campaign across traditional and new media.

Copywriting for Advertising

Studied the principles and practices of developing creative copy in print, radio, television, and more.

Visual Communication Design

Learned theories and methods for print design communication and how to produce materials.

Foundations of Audio-Visual Storytelling

Developed skills, gained experience in storytelling through audio and video, and worked with equipment.

Foundations of User Experience Design

Studied the aesthetic principles and practices regarding web and interactive narrative design. Served as an introduction to HTML and CSS.