

Mavita S. Robinson

MARKETING
COMMUNICATIONS
SPECIALIST | GRAPHIC
DESIGNER

PROFILE

As a passionate marketing and design professional, I bring a strong background in strategic communication, content creation, and brand development across digital and print platforms. I thrive on collaborating with teams to deliver compelling visual and written narratives that connect with diverse audiences. My experience spans healthcare, nonprofit, and sports industries, with a focus on aligning creative strategies to business goals.

KEY SKILLS

Strategic Content Creation
Social Media Management (FB, IG, LinkedIn)
Copywriting & Editing
Cross-Functional Collaboration
Email Campaigns & Website Copy
Marketing for Healthcare & Nonprofit Sectors

CONTACT

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 www.mavitasayal.com

WORK EXPERIENCE

Church of the Palms | December 2023 - Present Director of Digital Communications

- Lead all external communications, including newsletters, social media, email campaigns, and website content, ensuring alignment with organizational tone and branding.
- Write and edit long- and short-form content, including blog posts, event promotions, and print collateral to increase community engagement.
- Collaborate with leadership on strategic messaging for outreach and donor communications.

PGA Tours | August 2023 - June 2024 Freelance Graphic Design

As a freelance graphic designer at PGA Tours, I created captivating visual content that enhanced the brand's presence and engaged fans. I delivered dynamic designs that resonated with the world of professional golf. Created not only visual assets but also collaborated on captions and campaign messaging to ensure brand voice consistency across social media and fan outreach platforms.

Health-Link Society | November 2023 - February 2024 Graphic Design Lead,

- Developed visual and written content for a non-profit in the healthcare space, ensuring clear and empathetic communication tailored for patients and community stakeholders.
- Designed educational and promotional materials to support outreach and fundraising efforts

Creative Juice | August 2023 - October 2023 Graphic Design Intern

As an intern at Creative Juice, I was immersed in branding, web design, and graphics, handling logo creation, client meetings, and project direction.

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SOFTWARE SKILLS

Adobe Creative Suite
UX/UI tools (Figma/Sketch)
Branding Strategy
Organizational skills
Team work Typography
Detail Oriented

AWARDS

American Graphic design Award
(GDUSA 2022) International
Design Award (IDA 2022)
Dean's List, SCAD 2019-2023
Recipient of SCAD Academic
Scholarship, Achievements
Scholarship, and Student
Incentive Scholarship

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EDUCATIONAL EXPERIENCE

PGA Tour SCAD Collaboration | March-June 2023

As a co-project manager alongside a Design Management student, I guided a team of 19 students to create a comprehensive brand toolkit for PGA TOUR University.

Deloitte SCAD Collaboration | January-March 2023

As a co-leader alongside a Design Management student, I guided a team of 16 students to re-imagine the airport passenger experience for a future context.

Pye Barker SCAD Collaboration | January, 2023

I co-led a team of 15 graphic designers and 4 illustrators, collaborating with a Service Design student to redesign Pye-Barker's logo. Our goal was to symbolize all their services while honoring their 75-year history.

Peregrin Rooftop SCAD Collaboration | April 2023

The Grand opening with new designs took place on Feb 10th, 2024. The project was a collaboration with Interior designers and architects to redesign the rooftop bar. As a part of the graphics team, we redesigned the identity and branding.

NFT SCAD Collaboration | February, 2023

I led a team, consisting of a graphic designer and an illustrator to develop innovative concepts. We aimed to imagine a future where NFTs empower artists, support nonprofits, & create new income opportunities.

Royal Caribbean Cruise SCAD Collaboration | July 2022

I served as the sole graphic designer, leading the creation of a slide deck, infographics, and visuals for a project. I also conducted research and applied design strategies for maximum impact.