Portfolio: kassmmurphy.wixsite.com/kassidy-marie-design
Linkedin: www.linkedin.com/in/kassidymurphy

KASSIDY MURPHY

Graphic Design & Creative Advertising
610-680-8816 | kassmurphy@outlook.com | Phoenixville, PA

CORE SKILLS

Graphic Design & Branding • Logo & Identity Design • Social Media Strategy & Content Creation • Copywriting & Alt-Text • Client & Brand Relations

EDUCATION

B.A., Media Arts and Design — Creative Advertising; Minor, Music Industry *December 2026*
James Madison University — Harrisonburg, VA
Spring-Ford Area School District — Royersford, PA — Graduated with Honors, GPA 3.7

AWARDS

Student Silver Addy — Film, Video & Sound / Audio-Radio Advertising *Feb. 2026*
American Advertising Federation of Roanoke
• Recognized for "Rocktown Bicycles Has Got It Nailed," a student radio/audio advertising campaign.

CREATIVE & DESIGN EXPERIENCE

Democracy Fellow Media Specialist *Apr. 2026 – Present*
Madison Center of Civil Engagement, James Madison University
- Research and develop student- and non-student-facing social media strategies based on emerging trends in higher education.
- Design media content including graphics, posters, and short-form videos; edit department podcasts pre/post-production.
- Used skills of copywriting, post curation, alt-text writing, and the content calendar; review analytics to inform strategy.

Logo Designer *Jul. 2024*
The Mayor Salon — Royersford, PA
- Designed the salon's primary logo, now used across in-salon signage, marketing materials, and branded merchandise.

Graphic Design Internship *Jan. – May 2024*
College of Visual and Performing Arts, James Madison University
- Performed the full range of tasks expected of a working graphic designer, from concept development to final files.
- Built working knowledge of professional design processes, policies, and best practices, applying classroom skills in a real production environment.

Camp Counselor & Coordinator *Jun. 2024*
James Madison University, College for Kids
- Designed and taught a "Designers in Training" curriculum, introducing kids to graphic design fundamentals through hands-on activities.
- Independently managed a classroom and coordinated schedules and activity transitions.

ADDITIONAL EXPERIENCE

Member Services *Jun. 2025 – Present*
Planet Fitness — Collegeville, PA
- Greet and onboard new members and respond to member questions in a fast-paced, customer-facing environment; CPR certified.

Sales Associate *Jun. – Dec. 2023*
Drybar — King of Prussia, PA
- Designed graphics and visuals for Drybar King of Prussia's Instagram, boosting reach 343.9% in 90 days.
- Delivered client-centric service and managed the reservation system, rebooking clients by name with a focus on satisfaction.