
CHLOE RANGEL

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EDUCATION

Bachelor of Arts: Graphic Design, 12/2025
University of Tennessee At Martin - Martin, TN

PROFESSIONAL SUMMARY

Social Media and Marketing professional with experience growing brand presence, creating high-impact digital content, and supporting marketing campaigns through both creative strategy and design. Blends strong content creation skills with a design foundation to produce cohesive, compelling brand stories.

SKILLS

- Social Media Strategy
 - Brand Voice Consistency
 - Communication
 - Content Planning
 - Platform Optimization
 - Collaboration
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WORK HISTORY

Graphic Design & Social Media Intern, 08/2025 - 12/2025

University of Tennessee at Martin-Dept. of Visual & Theatre Arts – Martin, TN

- Support marketing and promotional efforts by creating graphics for performances and university events.
- Design digital and print materials used across the department's social media and outreach channels.
- Collaborate with faculty on visual concepts aligned with branding and audience engagement goals.
- Utilize Adobe Creative Suite to create cohesive visuals supporting campaign messaging.

Graphic Design & Marketing Intern, 05/2025 - 08/2025

Adelsberger Marketing – Jackson, TN

- Assisted with marketing campaigns by producing design assets for client social media content.
- Participated in brainstorming sessions to generate creative ideas for branding and online engagement.
- Edited past client graphics and adapted visuals for use in ads, posts, and promotional materials.
- Assisted designers and marketing coordinators to ensure brand consistency across platforms.

Social Media Content Creator, 08/2022 - 04/2025

Martin's Coffee and Bakery – Martin, TN

- Grew the shop's Instagram and TikTok audience from under 1,000 to over 40,000 followers across three years.
- Developed engaging short-form videos that increased visibility and contributed to in-store traffic.
- Used TikTok Analytics and Meta Business Suite to monitor performance and adjust for maximum reach.
- Researched trends to create timely, relevant content tailored to platform algorithms.
- Wrote captions, scheduled posts, and optimized hashtags to improve engagement and retention.