

SM SAMANTHA MCDONALD

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Thesamanthamcdonald.com

SKILLS

Adobe Creative Suite

Layout and Typography

Logo Design

Wireframing

Infographic Design

Video and Photo Editing

Microsoft Word and Excel

HTML/CSS

Intermediate Web Design

Social Media Design

Creative Conceptualization

Problem Solving

Organization

Python

Autopsy Digital Forensics Tool

Networking

INVOLVEMENT

Phi Eta Sigma

National Honor Society

Mercyhurst Art, Design, and Communication Club

Mercyhurst Center for Intelligence, Research, Analysis, and Training

Women in Cybersecurity Club

Certified SDI Scuba Diver (Open Water, Science/Research, Nitrox, Advanced Adventure, Rescue)

Intramural Volleyball Club

ABOUT ME

I am a third-year year student at Mercyhurst University with a double major in Graphic Design and Cyber Security. I am efficient, creative, hard-working, and a quick-learner.

EXPERIENCE

Graphic Design Lab Assistant | Mercyhurst University

Jan 2024 - present

- Design social media graphics and promotional materials for campus events.
- Create campus TV graphics to foster a welcoming environment.
- Worked closely with Graphic Design Professor and Dean of the School of the Arts to design the Sister Angelica Cummings 50th Annual Art Scholarship poster (sent out to various schools in Pennsylvania).
- Designed and applied a large mural to a classroom interior.

Marketing Coordinator Intern | O'Connell Electric

May 2025 - Aug 2025

- Supported the marketing team in achieving corporate communication goals across six offices.
- Updated the company website and intranet with new content and visuals.
- Designed advertisements and social media graphics and effectively enhanced brand engagement.
- Reformatted and edited copy for multiple media channels.
- Developed a monthly content calendar to organize campaigns and posts.
- Conducted employee interviews for testimonials and marketing videos.
- Photographed job sites and helped organize a digital photo library.

Beverage Cart Attendant | Corsa Restaurant

May 2023 - Aug 2024

- Served food and drinks to golfers while handling transactions.
- Created an inventory and transaction spreadsheet system using Excel.
- Memorized names, orders, and engaged with guests to provide friendly, courteous, and professional service.

EDUCATION

BA Graphic Design & BS Cyber Security

Mercyhurst University, Expected Completion: May 2027

Mercyhurst Cummings Art Scholarship | Presidential Scholarship

Dean's List | 4.0 GPA

Noticeable Coursework

- Created the chosen design for the Erie Fire Department 2025 Educational Coloring Book, collaborated with peers to create page backgrounds.
- Created the chosen design for all promotional materials for the Mercyhurst Theatre production of Little Women.