

# DANIEL ALLSON

Graphic Designer and Photographer

## Contact:

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**Site**  
danielallson.com

## Education:

**University of South Carolina,**  
Columbia SC - 2022  
Bachelor of Arts in Visual  
Communications,  
Minor in Asian Studies

**Sogang University,**  
Seoul South Korea - 2020  
Study Abroad Exchange

## Skills:

- Adobe Creative Suite
- Typography
- Layout/Composition
- Art Direction
- HTML + CSS
- Brand Development
- Communication Skills

## Experience:

**Graphic Design Intern, 10/2022 - 6/2023**  
Raftelis Financial Consultants, Charlotte NC

- Designed Raftelis marketing materials for internal and external use.
- Designed marketing materials for local Governments and Utilities across the US. (*ex: Posters, Recruitment Brochures, and Strategic Plans*)
- Collaborated with other members of the Creative Services team while implementing feedback from Creative Manager and Creative Director.
- Streamlined marketing assets to improve productivity within the Creative Services team and greater company.

**Social Media Coordinator/Graphic Designer, 01/2021 - 01/2022**  
The Carolina Band, Columbia SC.

- Designed social media posts for The Carolina Band.
- Managed posting across all social media platforms.
- Worked with team members, and fellow band members to further the Carolina Band brand.
- Collaborated with outside organizations in events to promote recruitment.

## Accomplishments:

**AEJMC Best in Design - 2021**

- Won Best in Integrated Campaigns for my Fluent Fare Designs.

**Boy Scouts of America - 2010-2018 (Present)**

- Acheived the highest rank of advancement: Eagle Scout.
- Member of The Boy Scout's national honor society, The Order of the Arrow.

# PROFESSIONAL REFERENCES

**Amanda Wahula**

Creative Services Manager  
Raftelis Financial Consultants  
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**David George**

Marketing and Creative Director  
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