

# PAIGE WALCOTT

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## Summary

Adaptable multimedia graphic designer with experience in digital content, branding, visual storytelling, and editorial illustration. Skilled in infographics, cross-platform campaigns, and design systems. Brings strong editorial judgment, collaborative mindset, and proficiency in Adobe Creative Suite, Figma, and Canva. Currently pursuing CAPM certification to enhance project execution and workflow. Some experience with motion graphics.

## Education | UNIVERSITY OF GEORGIA | Athens, GA

### BACHELOR OF ARTS IN ADVERTISING | 05/13/2022

*Certified Associate in Project Management (CAPM)* | 2026

Awards – HOPE scholarship | 2019 - 2022

## Professional Experience

### SOCIAL MEDIA AND WEBSITE COORDINATOR | 03/2025 – Present

#### WUGA FM 91.7 - 94.5 RADIO STATION - ATHENS, GA

- Collaborated with a seven-person editorial team using Trello and Grove CMS to produce consistent content for web and social platforms.
- Updated the station's website and social media daily, publishing 20–30 timely local news stories per week across platforms.
- Designed over 200 infographics and visual content pieces to accompany news stories and digital segments.
- Created and edited 10+ video reels highlighting breaking news, local events, and community features with quick turnaround.

### FREELANCE CONTENT CREATOR AND GRAPHIC ARTIST | 01/2020 - Present

#### @INDIGOTHEBRAT - 800 FOLLOWING - ATHENS, GA

- Demonstrated ability to manage 5–10 client projects at once, meeting 100% of deadlines while incorporating feedback and revisions.
- Designed 50+ original logos and 20+ branding kits for musicians, small businesses, and creative professionals.
- Developed limited edition prints and product packaging featured in *Essence* magazine, showcasing creativity and commercial viability.
- Produced concept art for TV series pitches, collaborating with high-profile clients to deliver tailored visual solutions.
- Created 75+ editorial illustrations, infographics, and digital assets for web and social distribution.

### SOCIAL MEDIA MANAGEMENT AND CREATIVE DIRECTOR | 05/2023 – Present

#### @MEDICINE.BOXX / @BADPHARMACY\_ 150K+ FOLLOWING - ATLANTA, GA

- Increased collective reach by 10K+ followers across Instagram, TikTok, and YouTube within 12 months.
- Organized 25+ giveaways in collaboration with Live Nation and The Masquerade enhancing brand presence and community engagement.
- Designed 60+ social assets, templates, illustrations, and motion graphics for events and social media posts.
- Curate and schedule daily social media posts, increasing audience engagement by 30% across YouTube, TikTok, and Instagram.
- Research media and industry trends to inform content creation and audience engagement strategies.

## Skills

- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Adobe Premiere Pro / iMovie / Capcut
- Microsoft (Word, PowerPoint, Excel)
- Canva / Figma
- Trello / Grove CMS
- Procreate
- Blender
- Squarespace / Wix
- PicsArt / VSCO
- Google Analytics
- Social Media Trend Research
- Photography & Viral Content Creation

