

# CHRISTA WIGGINS

Driven by creative passion, I operate with a strong eye for detail and ability to create a visually appealing experience, especially in the digital world. Offering graphic design, branding, and social media marketing expertise to help clients communicate effectively, grow their business and meet their bottom line goals. Passionate about the synergistic merging of graphic design and business marketing, my design creates **irresistible and undeniable** results through the research, strategy, and design development across multiple media types. These results are curated through my background in graphic design, business admin, and social media marketing that culminates in my craft.

## EDUCATION

**POINT LOMA NAZARENE UNIVERSITY**  
Graduation May 2024  
GPA 3.9

## EXPERIENCE

### **DOTDOTDOT SOCIAL**

#### **Content Designer | 2023-PRESENT**

Starting off as an Intern and developing into the content designer at DDD has given me tangible skills with social media marketing. It has increased my knowledge on social media strategy and content production ultimately growing companies' brands into a business that will successfully connect to a larger audience and grow as a brand.

#### **Normandy Digital Marketing**

##### **Intern | 2022-2023**

Interning for Normandy, I assisted with rebranding, package design, stationary design, and social media content design for multiple clients. I learned how to shift perspective while working with a wide range of clients and creating a social media strategy to guide the decision making process to create a successful marketing plan. I learned how to listen and understand what a client envisions and how to effectively design accordingly.

#### **Marketing and Creative Services**

##### **Intern PLNU**

##### **Intern | 2021-2022**

While interning for PLNU creative services team I was able to work directly with website design. Consistently updating and redesigning key pages on the PLNU website and communicating with advisors and clients.

## WORLD FAMOUS

### **Hostess | Expo | 2022-2024**

Working at an upscale restaurant for several years taught me how to work well under pressure, while continuing to present myself with poise and sophistication. I learned to direct a team and to communicate effectively in high stress environments

## SOFT SKILLS

### **ADAPTABILITY**

Welcoming change and developing new ideas to overcome as problems or obstacles arrive.

### **CONNECTEDNESS**

Facilitating dialogue with others while creating a welcoming and productive environment for everyone involved to work together and accomplish far more than expected. Allowing others to feel heard and accepted is extremely important in my community to allow for the best dynamic and creativity for everyone involved.

### **INTEGRITY**

Always operating with genuinity and honesty within and outside the workplace. Understanding the expectations set on me, and choosing to surpass them in any given situation.

### **INNOVATION**

The passion I have to create and innovate sets me up for success in the world of design. The amount of passion I have to find new ways to be creative in my work is why I love what I do.

### **BELIEF**

My core values and beliefs have developed me into the person I am. I have a strong moral and ethical code I live out of.

### **TECHNICAL SKILLS**

Adobe Creative Suite  
Marketing  
Branding  
Social Media Marketing  
Illustration  
Communication