



# Baileya White

Graphic Design Portfolio: <https://baileyawhiteart.wixsite.com/gdportfolio>

LinkedIn: [www.linkedin.com/in/baileya-white](http://www.linkedin.com/in/baileya-white)



## — Objective —

The Desert Marigold (*Baileya multiradiata*) is a wildflower that flourishes in the harsh deserts of the American Southwest. Similarly I, Baileya White, am a creative, passionate and dependable problem solver who blooms even in the most adverse conditions. With a bachelors degree in visual arts and a masters degree in digital marketing, I blend both artistic and marketing concepts to create compelling storytelling that brings brands to life.

## — Experience and Outcomes —

### **Freelance Graphic Designer with Colorado State Parks — 2023-current**

- Created visually appealing, original images in Adobe Illustrator
- Printed images in various sizes and formats for park merchandise
- Met with park admin and agreed on deadlines, print pricing, project expectations, visual components, etc.
- Conducted thorough research on the parks and their respective histories
- Sketched and planned designs extensively

Outcomes and growth: Refined and expanded skillset within the Adobe Creative Suite and practiced visual story telling.

### **Muralist and visual artist — 2023-current**

- Developed large scale projects to meet the needs of clients and organizations
- Established and adhered to project budgets
- Executed projects within established timelines
- Developed social media marketing strategies
- Developed a portfolio website: [baileyawhiteart.com](http://baileyawhiteart.com)
- Photographed and digitally edited fine art
- Exhibited art in public gallery spaces

Outcomes and growth: Developed a powerful work ethic and an intense passion for creating beautiful and high quality work. Additionally learned to create and market my art as a unique, recognizable brand.

### **Digital Marketing Experiential Capstone with Mile High United Way— Aug. 2025**

- Reviewed and evaluated past marketing campaigns
- Drafted marketing strategies, defined market segments and created timelines for upcoming campaigns
- Created compelling visuals and copy for social media, email marketing and solicitation letters
- Created a presentation and proposal for senior marketing members and stakeholders

Outcomes and growth: Practiced the full process of creating a marketing campaign from start to finish and received valuable feedback on strengths and weaknesses to improve upon in future projects.

**Local Restaurant Marketing Intern with Gastamo Group — Sep. 2024-Oct. 2024**

- Conducted market research that was cohesive to specific projects and needs
- Recorded data using Excel spreadsheets
- Communicated research results with managers from several store locations
- Formed connections with contacts and leads

Outcomes and growth: Practiced and improved market research strategies as well as developed professional communication skills.

**Freelance Digital Marketing Specialist with Desert Natives — Dec. 2024-Jan. 2025**

- Set broad company goals as well as a detailed timeline of marketing goals
- Crafted a company mission and values that aligned with company goals
- Drafted and began to implement a digital market strategy
- Created a unique company logo

Outcomes and growth: Learned to translate a company's story into a mission and value statement, practiced setting SMART marketing goals and drafted marketing strategies.

**Shift lead/Trainer/Server/Bartender — Park Burger, Gastamo Group Jan. 2024-current**

- Acted as interim manager, fulfilling both opening and closing management duties for multiple Park Burger locations
- Upheld and taught company values, serving as a company role-model
- Trained highly-skilled teams both behind the bar and on the main floor
- Connected with guests, upsold menu items and marketed promotional offerings
- Created visual displays of menu items and seasonal offerings
- Effectively communicated with guests and team members

Outcomes and growth: Successfully multitasked, handled highly stressful situations with grace, and learned to connect and listen to guests needs. Additionally established confidence as a leader and learned how to train new members of the team effectively.

— Education —

**B.A. in Visual Arts from Regis University — 2019-2023**

Minor in English

Minor in environmental science

**M.S in Digital Marketing from Western Governors University — 2024-Aug. 2025**

— Certificates —

**Western Governors University Specialization: Digital Marketing Badge**

Issued July 14, 2025

[https://wgu.badgr.com/public/assertions/woEux\\_9WQd-n7K2kn6wLpg](https://wgu.badgr.com/public/assertions/woEux_9WQd-n7K2kn6wLpg)

**Google Digital Marketing and E-commerce Specialization Certification**

Issued July 9, 2025

<https://coursera.org/verify/professional-cert/L7I4FP7TBMB4>

**HubSpot Email Marketing Certification**

Issued May 15, 2025

<https://app.hubspot.com/academy/achievements/8y2p7cwt/en/1/baileya-white/email-marketing>

### **HubSpot Social Media Marketing Certificate**

Issued March 10, 2025

<https://app.hubspot.com/academy/achievements/p6mvz5rj/en/1/baileya-white/social-media-marketing>

### **Certificate in Graphic Design Specialization from California Institute of the Arts**

Issued September 2023

<https://coursera.org/verify/XWVS7TZQVXRM>

## — Awards —

### **“Quarterly Crusher: Constantly evolve” - Park Burger, July 2024**

This was awarded to me by the management team and it represents my commitment the company value of constantly evolve.

“We believe in consistently bettering ourselves. We are always looking for meaningful insights to apply to our professional and personal lives. We are critical, curious, and hungry for knowledge and growth.” - Gastamo Group

### **“Gastamo Guardian: Win together” - Park Burger, July 2025**

I was nominated by my fellow employees for this award and it represents my commitment the company value of winning together.

“Win or lose, we do so as a team. When we succeed, we harness the brilliance of every team member. We lift others up, find the fun, and maintain accountability. We do not accept the status quo and press forward.” - Gastamo Group

## — Outreach Projects —

### **'Donuts and Paint' at Golden Gate Canyon State Park — 2023-current**

Once a month during the summer season, I volunteer my time at Golden Gate Canyon State Park to teach a free, guided landscape painting class to campers.

### **SOS Outreach Mentor - 2024-2025 ski season**

Once a month, I volunteered to spend the day skiing with local youth (K-12) at Keystone Ski Resort. Expectations included ensuring their safety, teaching good outdoor stewardship, and leading discussions on important life skills.

### **Graphics for Colorado State Parks at Boulder Pride — 2024**

Colorado State Parks participated in the Boulder Pride event and were in need of some coloring pages to hand out at the their booth. I volunteered my time to create a digital line drawing that could be printed and colored in by festival goers, entitled 'The Great Outdoors, Where Everyone Belongs.' This coloring page continues to be distributed among the parks today.