



## Education

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### Georgia Institute of Technology

Atlanta, Georgia

December 2019

B.S. in Literature, Media,  
Communications  
Minor in  
International Affairs

GPA of 3.63,  
*highest honors*

## My Portfolio

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[malloryrosten.com](http://malloryrosten.com)

## Skills

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Adobe Photoshop  
Adobe Indesign  
Adobe Illustrator  
Adobe Premiere Pro

## Contact Me

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678-951-7850



[mallory.rosten@gmail.com](mailto:mallory.rosten@gmail.com)

# Mallory Rosten

## Professional Experience

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### **Creative Assistant** Rise Up & Care, *June 2019 - January 2020*

- Designed educational website to be used by teachers and parents throughout Brazil & U.S.
- Planned and executed a crowdfunding strategy, including designing a donation landing page and marketing graphics

### **Editor in Chief** North Avenue Review Magazine, *May 2018 - December 2019*

**Layout Editor**, *Aug 2017 - May 2018*

**Staff Writer**, *Aug 2016 - May 2018*

- Edited and art directed a biannual 40 page magazine (2,500 copies printed)
- Restructured organization of 20 student staff into sections (layout, content, and marketing) to prioritize efficiency and collaboration
- Managed \$5,000 budget per semester allocated for printing and marketing

### **Creative Intern** Phase 3, *June - July 2019*

- Executed 2+ design and/or copywriting projects per week, collaborating with clients
- Fifth Group Restaurants*
- Designed floor plans for all restaurant concepts to be used in client-facing presentations
- Dialysis Clinic, Inc*
- Revised copy for a health education pamphlet that led to a significant increase in business with this client; continued working with the client on all future education pamphlets
  - Designed a template to be used for all current and future health education pamphlets

### **Communications Assistant** GT College of Sciences, *Jan 2018 - May 2019*

- Launched new Instagram account, resulting in significant audience expansion
- Designed various marketing materials, such as digital signage and event promotion graphics
- Wrote original stories for website that include science articles, profiles, and news

### **Graphic Design Chair** GT & GSU Chabad, *Mar 2018 - January 2020*

- Designed schedules, posters, and other graphics on a weekly basis

### **Communications Intern** Natan International Aid, Tel Aviv, *June - July 2018*

- Overhauled and revitalized brand image, implemented style guide to be followed in all future communications
- Executed strategy for new Instagram account and designed all initial graphics; designed a weekly newsletter sent out to donors, volunteers, and advocates
- Created a template for future fundraising campaigns
- Wrote the new policy on ethical photography to be used by all future volunteers