

Hello

I'm Karon Mack

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Skills

Creative Tools: Photoshop, Illustrator, InDesign, Dreamweaver, Canva, Figma

Web & Email: HTML, CSS, Wordpress, Mailchimp, Salesforce, ExactTarget, Silverpop

CMS Platforms: EpiServer, Magento, Blue Martini, Scene7

Social Media Management: Hootsuite, Sprout Social, Buffer, Later

Project Management: Asana, Ryke, Basecamp

Video & Social: YouTube, Instagram, Facebook, TikTok, LinkedIn, X, Slack, Pinterest, Threads

Experience

APRIL 2023 - PRESENT

Sinomax USA, Nashville, TN – *Social Media Manager, Content Creator, Graphic Designer*

- Create and schedule daily social media content across 10+ brand profiles (Instagram, TikTok, Pinterest, Facebook, LinkedIn, X, YouTube Shorts), tailoring posts to platform algorithms, trends, and best practices.
- Write engaging captions, source images, and repurpose assets to maximize reach and resonance with target audiences.
- Film and edit short-form video content (Reels, TikToks, YouTube Shorts) that leverage trending sounds and formats to drive engagement.
- Serve as the in-house spokesperson, appearing on-camera to deliver authentic, educational, and community-driven content.
- Manage influencer relationships from product coordination through content delivery, ensuring brand-aligned partnerships and measurable ROI.
- Monitor online community daily—responding to comments, DMs, and mentions in a brand-consistent tone to grow engagement and loyalty.
- Track and report weekly and monthly KPIs using Hootsuite and Sprout Social; surface actionable insights to improve campaign performance.
- Collaborate with the marketing team on seasonal campaigns and brainstorming, contributing creative ideas aligned with aspirational lifestyle branding.

JANUARY 2021 - APRIL 2023

Newrez, Charlotte, NC - *Senior Graphic Designer*

- Produced social-first graphics, stories, and animations for Facebook, Instagram, and TikTok campaigns that boosted engagement and reach.
- Supported social media strategy through daily content creation, trend research, and cross-functional collaboration with copywriters and marketing leads.
- Designed ads and branded content for digital platforms, print outlets, and blogs to ensure consistency across all channels.
- Participated in brainstorming sessions to support campaign launches and marketing initiatives, providing fresh creative aligned with brand goals.
- Contributed to a company-wide rebranding project, redesigning logos, updating templates, and refreshing social media visuals to strengthen identity.

NOVEMBER 2015 - JANUARY 2021

Dentsply Sirona, Charlotte, NC - *Graphic Designer*

- Designed and produced multi-channel marketing assets (print, digital ads, brochures, social media collateral, event materials) using Adobe InDesign, Photoshop, and Illustrator to support large-scale campaigns and brand initiatives.
- Created branded content for Twitter, Facebook, and YouTube, adapting visuals to platform-specific trends and formats to maximize engagement and visibility.
- Developed and coded HTML marketing emails, managing contact lists and leveraging platforms such as Salesforce, Act-On, and MyEmma to test, optimize, and analyze campaign performance.
- Collaborated with marketing and copywriting teams to align visuals and messaging, producing cohesive campaigns that drove stronger audience engagement.

Education

AUGUST 2001 - DECEMBER 2005

University of North Carolina, Charlotte - *Bachelors in Fine Art*