

Nyla A. Cowan

Atlanta, Georgia

(404) 791-4881 | ncowan2@student.gsu.edu and nylac20024@gmail.com

Portfolio: <https://www.nyladesigns.co/>

SPORTS MARKETING | BRAND MANAGEMENT | DIGITAL MARKETING | FAN ENGAGEMENT

PROFESSIONAL SUMMARY

Sports marketing professional with experience supporting five NCAA athletic programs through digital content creation, social media marketing, and athletic branding initiatives. Created marketing assets contributing to more than 3.3 million social media impressions and engagements while helping grow fan audiences and strengthen brand visibility. Currently pursuing a Master of Science in Marketing with graduate certificates in Brand & Customer Management and Digital & Social Media Marketing.

EDUCATION

Georgia State University – Robinson College of Business

Atlanta, GA

Master of Science in Marketing

Expected Fall 2027

Relevant Graduate Certificates:

- Brand & Customer Management
- Digital & Social Media Marketing

Florida A&M University

Tallahassee, FL

Bachelor of Science in Graphic Design Communications

May 2026

Magna Cum Laude - GPA: 3.6

North Carolina A&T State University

Greensboro, NC

Completed Undergraduate coursework

August 2022-May 2023

Chancellor's List GPA: 3.5

SKILLS:

Marketing: Sports Marketing, Digital Marketing, Social Media Marketing, Brand Management, Content Marketing, Marketing Communications, Audience Engagement, Corporate Branding

Technical Tools: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Adobe Premiere Pro, Canva, Sketching, Microsoft Office

Creative Skills: Visual Storytelling, Sketching, Content Creation, Brand Identity Development, Graphic Design, Web Design

Professional Skills: Team Collaboration, Project Management, Creative Problem Solving, Attention to Detail, Presentation Skills

WORK EXPERIENCE

Florida A&M University – Athletic Brand Management

Tallahassee, FL

FAMU Athletics Graphic Design Intern

June 2025- May 2026

- Designed promotional graphics and digital assets supporting 5 NCAA athletic programs
- Maintained visual identity standards across athletic marketing channels
- Collaborated with athletics staff to develop branded content that strengthened visual consistency across multiple marketing platforms and enhanced fan engagement that gained over 2,000 new followers
- Created 30+ digital marketing assets that helped generate more than 3.3 million fan impressions and engagements across FAMU Athletics social media channels

Fulton County Government – External Affairs

Atlanta, GA

Graphic Design Intern

May 2025- August 2025

- Designed and published social media graphics supporting community outreach initiatives across Fulton County's Instagram platform
- Developed creative social media content to enhance community outreach and public engagement

- Organized and facilitated a collaborative Think Tank focused on creative communication and design innovation

Odyssey Atlanta- Creative Department
Intern to the Creative Director

Atlanta, GA
June 2024- July 2024

- Developed newsletter campaigns distributed to more than 400 members
- Created print and promotional marketing materials supporting organizational communications and member engagement efforts
- Collaborated with leadership on initiatives designed to strengthen audience engagement and community awareness

Freelance Graphic Design Experience
Freelance/Graphic Creator

Atlanta, GA
2022- Present

- Designed over 10 logos, brand identity assets, promotional materials, and apparel graphics for clients and small businesses
- Created custom visual content used for music industry professionals and personal branding projects.
- Developed apparel graphics featuring collegiate logos and mascot-inspired designs
- Managed multiple client projects while meeting deadlines and maintaining high-quality standards

Fulton County-Southwest Art Center
Visual Art Assistant

Atlanta, GA
Summer 2023

- Assisted instructors in preparing and delivering art-based educational activities for more than 40 students
- Supported program coordination, student engagement, and classroom project execution
- Fostered creativity, collaboration, and communication in a team-based environment

LEADERSHIP & INVOLVEMENT

- American Advertising Federation (AAF), Member
- Alpha Kappa Mu Honor Society
- Florida A&M University Marching 100 Alumni
- National Council of Negro Women (2024-2026)
- Tallahassee and Atlanta Food Bank Volunteer
- Paint Love Volunteer