

Mikayla Oberlander

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LinkedIn: [linkedin.com/in/moberann](https://www.linkedin.com/in/moberann)

Portfolio: sites.google.com/view/anntidote

Skills

Design: Branding, Logo design, UX/UI, Typography, Website Design, Content Development

Writing & Editing: Technical Writing, Copyediting, Feature Writing, SEO, Fact-Checking, Research

Media & Data: Social Media Management, Voice Acting Digital Design & Asset Organization, Content Scheduling

Communication: Client Relations, Collaboration, Verbal & Written Communication, Conflict Resolution

Software & Tools: JavaScript, Canva, Microsoft Word, Google Suite, Slack, Zoom

Technical & AI Literacy: ChatGPT, OpenAI Tools, Data Entry & Analysis, Troubleshooting

Professional Experience

Bartender, Keyholder & Logo Designer

Bay Horse Tavern – Tucson, AZ | Jan 2025 – Present

- Manage bar operations including opening/closing procedures, inventory, and cash reconciliation
- Designed and implemented branding including logo and merchandise using Canva
- Increased drink sales and customer engagement through custom menus and visual promotions

Feature Writer, Copy Editor & Media Manager

The Brutally Delicious Podcast – Remote | July 2024 – Present

- Wrote and edited artist features and cookbook reviews focused on UX and visual storytelling
- Managed Instagram and YouTube content using SEO-optimized titles and hashtags
- Recorded and edited audiobook voice overs using Audacity
- Collaborated with remote teams via Slack for content and marketing coordination

Brand Designer & Copy Editor (Freelance)

Independent Contractor – Remote | Apr 2018 – July 2024

- Edited and proofread eBooks and marketing materials for publication
 - Designed visual content and website graphics to improve SEO and user experience
 - Created branding assets and marketing copy for small businesses
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Education

Bachelor of Science in Environmental Science

University of Phoenix | 2023 – Present (Expected Graduation: 2027)

Relevant Coursework: Ecology, Water Conservation

Volunteer Experience

Bird Rescue Support

Chicago Bird Collision Monitors | 2023 – 2024

- Participated in training on bird handling and urban design impacts on avian populations
- Rescued and transported injured or deceased birds to rehabilitation centers
- Logged field data to support local conservation and research efforts

EcoFest Racine, WI

- Educate guests on sustainable products
- Assist with set up and breakdown of events

Fundraiser & Illustrator

The Ocean Conservancy | 2020

- Organized and promoted a successful digital fundraiser
 - Created digital illustrations used as gifts for donors and campaign promotion
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Certifications

IBM AI Foundations (Coursera) – 2023

Topics: AI Fundamentals, Ethical AI, Computer Vision