

EMILY RAE ART + DESIGN: Freelance Graphic/Web Designer & Marketing Specialist (2010 – present): Very dedicated, highly organized, communicative and always meet my deadlines. Collaborative tools used: Figma, Slack and Miro.

- **Graphic Designer:** experienced in all *Adobe Creative Suites*, Microsoft Office, *Canva*, *Animoto* and *Maya*, logos and rebranding packages, menus, brochures, business cards, screen printed apparel, other print marketing materials and more.
- **Website designer:** with weekly maintenance services, *UI design*, maximized *Google SEO* and basic *JavaScript*, *CSS* and *HTML5* knowledge.
- **Social Media and Email Marketing:** *B2C* and *B2B organic marketing* as well as *paid marketing campaigns* with *automation packages* and *analytics* using CRM tools like *Hubspot*, *Google Analytics*, *Meta*, *Marketo Engage* with intentional engagement strategies.

UPTOWN MARKET: Social Media Manager / Graphic Designer (Aug 2020 – Sep 2022): Merchandising, daily social media posts and customer service.

- **Social Media and Email Marketing:** campaigns including *photography*, *videography* and *CRM automation and analytics*.
 - Sales tracking and effective *digital marketing* led to *over a 25% increase in overall annual sales in-store* for the entire year of 2021.
 - Call volume also increased by an average of *15-20 extra calls per day*.
- **Graphic Designer:** Rebranding agent for two retail locations: Porters Neck and Midtown, also designed print ads for local magazines, business cards, postcards and a complete 12-page *Uptown Market Merchant Handbook*.

A SIGN FROM ABOVE: Lead Graphic Designer / Production Artist (Jun 2018 – Aug 2020): Designed everything from LED channel letters, other signs, auto and boat graphics, logos and rebranding packages, print marketing materials (business cards, menus, screen printed company apparel, labels, brochures, postcards) and more.

HOT MESS STUDIOS: Studio Manager / Web Designer (Apr 2015 – Aug 2020): Full-time manager and pottery/painting instructor for all ages (4+), private lessons to the handi-capable and more.

- **Wix Web Design and Maintenance:** content creation for classes and events, daily online bookings and reservation management, customized event sign-up links and more.
- **Event Coordination and Employee Manager:** *Homebase* online scheduling for 15-20 artists, event prep and set-up, 12-hour shifts with delegation and more.

BLUE MOON GIFT SHOPS & ECLIPSE ARTISAN BOUTIQUE: Social Media Manager / Web Designer (May 2013 – Apr 2018): Sales tracking, merchandising, vendor liaison and customer service. Built and maintained websites for both businesses.

- **Graphic Designer:** New logo and rebranding package for Eclipse, business cards, postcards, event posters, wall art, sign graphics and more.
- **Daily Social Media Marketing:** on *Instagram*, *Facebook*, *Pinterest* and *Twitter*, *MailChimp* newsletters/mood boards, *Google* updates and print materials for both businesses.
- **WordPress Web Design and Maintenance:** *shop updates*, *blogs*, *photography*, *videography* and *content creation*.

EDUCATION: University of North Carolina – Wilmington: Bachelor of Fine Arts (Aug 2009 – May 2013):

- **Minors:** *Digital Arts and Spanish* – emphasis in **Graphic Design** and Ceramics.
- JavaScript, Journalism and Marketing courses, Chile Study Abroad and Mural Design.