

# ELIZABETH FLANDERS MULTIMEDIA DESIGNER

## EXPERIENCE

### Marketing Coordinator *Millcraft Hospitality; Pittsburgh, PA*

November 2019-July 2021

- Organized and facilitated monthly marketing meetings at all hotel/restaurant properties.
- Communicated effectively across desks, teams, and departments both onsite and remotely.
- Managed multiple projects simultaneously against deadlines within a fast-paced environment.
- Developed and maintained visual brand guidelines while acting as a reliable graphic design resource.
- Served as in-house creative resource, managing and designing for a wide range of projects demonstrating thorough understanding of brand consistency including style guides, web design, email campaigns, digital signage, printed materials, billboards, photo/video shoots, and social media content.

### Temporary Digital + Multimedia Designer *Galley Group; Pittsburgh, PA*

February-November 2019

- Assisted in maintaining social media channels with a combined follower count of 100,000 users.
- Created and developed email newsletters using Zenreach—increased average open rate by 28%.
- Presented marketing reports to the VP of Marketing and COs using sourced social media analytics.
- Created and designed digital marketing materials for branding and promotion, including Instagram stories, Facebook/Eventbrite event cover graphics, timeline/grid graphics, and logos. Print materials include bar menus, table toppers, and vinyl window decals.

### Graphic Design Assistant *Indiana University of Pennsylvania; Indiana, PA*

January-May 2018

- Researched topics and trends for multiple on-campus organizations' design conceptualizations.
- Designed a series of 18x24" posters using InDesign, customized for a series of visiting speakers.
- Utilized an HP Designjet z3100 for on-campus advertising pieces.
- Adept at using, troubleshooting, and maintaining large format printing devices.
- Maintained inventory of printing supplies, ordering additional materials as needed.

### Production Intern *Public Broadcasting of Northwestern Pennsylvania (WQLN); Erie, PA*

May-August 2017

- Collaborated cross-functionally with clients and in-house design team to deliver content.
- Used Adobe Creative Suite to design 10 web and print projects over a three-month timeline. Subject matter included posters for a summer concert series and web graphics for a radio show.
- Used Final Cut Pro for all videography work. Completed about 150 mini-edits and short promotional footage during a three-month time period.
- Navigated a professional recording studio to gather and edit audio for voiceovers.
- Floor manager for most in-studio video shoots—additionally trained on camera, teleprompter, and audio board operation

## Freelance Design

Present

- Grady's Cold Brew – Vietnamese Coffee Ice Cream recipe video.
- Row House Cinema + Bierport – Hand-lettered draft lists and in-store signage.
- Picasso's Erie – 45x12' Hand-lettered chalkboard menu.
- Grizzly Springs Clothing – Developed product tags and graphics from idea phase to fruition.
- Wedding Stationery, Remittance Envelopes, Résumés

## CONTACT

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## SKILLS

Digital Marketing

DSLR Photography

HTML/CSS/JS

Multimedia Content Creation

Project Management

## SOFTWARE

### Adobe Creative Suite

AfterEffects 

Audition 

Dreamweaver 

Illustrator 

InDesign 

Lightroom 

Photoshop 

Premiere 

XD 

### Other Programs

Final Cut Pro

Lightwave Modeler + Layout

Microsoft Office Suite

## PLATFORMS

Facebook + Instagram

Google Business

Hootsuite

LinkedIn

MailChimp

Snapchat

TikTok

Twitter

WordPress/CMS

Zoom

## EDUCATION

### Indiana University of Pennsylvania

B.S. Communications Media

Art Studio Minor

Provost's Scholar & Dean's List

Senior Portfolio Award Finalist