

# Elizabeth Pritchard

## Web & Graphic Design Digital Marketing

### CONTACT

#### Email

bethpritchard89@gmail.com

#### LinkedIn

linkedin.com/in/bethpritchard89

#### Personal Website

bethpritchard89.github.io

### TECHNICAL SKILLS

#### Design Tools:

Photoshop, Illustrator, InDesign,  
Premier Pro, Lightroom, Adobe XD  
Github

#### Web Design Tools:

Wordpress, Dreamweaver, Canva,  
Github, Google Web Designer

#### Marketing & SEO Tools:

Google Analytics, Google Ads,  
Google Keyword Planner,  
SEMRush, Matomo, Constant  
Contact

### SOFT SKILLS

#### Creativity

#### Problem Solving

#### Taking Criticism/Feedback

#### Time Management

#### Planning and Organization

#### Collaboration Skills

### CAREER OBJECTIVE

Diligent and enthusiastic Graphic Designer looking to offer my expertise and experience in developing modern designs to a growing company. Utilizes modern techniques and a high level of technical skills to create relevant and high-quality materials for advertising, marketing, and branding purposes.

### EXPERIENCE

#### Graphic Designer / Web Developer / Jr. Marketing Manager *INSTOCK Wireless Components • Boonton, NJ • 5/2019 - Present*

- Conceptualized, illustrated, and designed various logos, icons, web graphics, and company forms.
- Photographed products and edited images in accordance with branding guidelines.
- Monitored and managed company website. Corrected bugs/issues, created landing pages, and managed database.
- Developed, executed and optimized Google Ads campaigns – keyword research, ad copy, landing pages, bidding, budget management, and competitor analysis.

#### Graphic Designer / Customer Representative *Data Business Systems • Flanders, NJ • 4/2017 - 6/2020*

- Collaborated with clients to design customized referral pads, business cards, and other graphic printed material.
- Create promotional emails, banners, promotional images, etc. for company websites.
- Answered telephones and responded to customer questions and/or forwarded call to appropriate personnel.
- Created invoices, processed payments, and performed light bookkeeping.

#### Graphic Designer / Web Developer / Social Media Intern *Steppin' Out Magazine • Wharton, NJ • 9/2018- 9/2019*

- Enhanced and maintained website to improve content, readability, layout, and artwork.
- Managed, developed, and scheduled weekly social media content for Facebook and Instagram.
- Coordinated with clients and conducted research to generate content for magazine and social media posts.
- Actively applied feedback received to day-to-day work and strived to improve performance.

### EDUCATION & CERTIFICATIONS

A.A.S. in Graphic Design  
County College of Morris, 5/2019

A.A.S. in Web Development  
County College of Morris, 11/2018

Google Analytics, 9/2020

Google Ads, 9/2020