

Elizabeth Pritchard

Web & Graphic Design Digital Marketing

CONTACT

Email

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LinkedIn

linkedin.com/in/bethpritchard89

Personal Website

bethpritchard89.github.io

TECHNICAL SKILLS

Design Tools:

Photoshop, Illustrator, InDesign,
Premier Pro, Lightroom, Adobe
XD, Adobe Creative Suite

Web Design Tools:

Wordpress, Dreamweaver,
Canva, Github, Google Web
Designer

Marketing & SEO Tools:

Google Analytics, Google Ads,
Google Keyword Planner,
Facebook Ads, SEMRush,
Hootsuite, Constant
Contact/Mailchimp

SOFT SKILLS

Creativity
Problem Solving
Taking Criticism/Feedback
Time Management
Planning and Organization
Collaboration Skills

CAREER OBJECTIVE

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

EXPERIENCE

Social Media Coordinator / Graphic Designer / Web Developer
United Window & Door • Springfield, NJ • 2/2021 - Present

- Developed, executed, and optimized Facebook Ads campaigns – pixel installation, audience research, ad copy & creative, landing pages, budget management, and competitor analysis
- Recorded and kept thorough spreadsheets detailing analytics and data on all web visitors through Google Analytics
- Composed and posted daily online content on social media accounts, managed incoming customer inquiries and reviews
- Designed and implemented flyers, presentations, promotional emails, videos, and other digital marketing assets

Graphic Designer / Web Developer / Jr. Marketing Manager
INSTOCK Wireless Components • Boonton, NJ • 5/2019 – 2/2021

- Developed, executed, and optimized Google Ads campaigns – keyword research, ad copy, landing pages, bidding, budget management, and competitor analysis. Increased click-through rate by 46%, increased conversions by 27%
- Redesigned the company logo, created icons for 7 of our product lines. Updated/created company forms, business cards, signage, and posters
- Monitored and managed company website. Corrected bugs/issues, created landing pages, and managed database
- Photographed products and edited images in accordance with branding guidelines

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
- Created promotional emails, banners, promotional images, etc. for company websites
- Answered telephones and resolved to customer inquiries
- Created invoices, processed payments, and performed light bookkeeping

EDUCATION & CERTIFICATIONS

B.F.A in Visual Arts / Graphic Design
Centenary University, 12/2020

A.A.S in Web Development
County College of Morris, 05/2018

Google Analytics, 9/2020

Google Ads, 9/2020