



ELIZABETH PRITCHARD

web development & design / digital marketing

contact

linkedin.com/in/bethpritchard89 

bethpritchard89.github.io 

education

AAS / Information
Technology/Web Development
County College of Morris
2017 - 2018

AAS / Graphic Design
County College of Morris
2019

Google Analytics & Google Ads
Certified
2020

key skills

Adobe Creative Suite

HTML5 / CSS3

SEO

Google Analytics, Ads & Keyword
Planner

SEMrush

Wordpress

Constant Contact / Mail Chimp

Microsoft Office Suite

profile

A website developer and graphic artist with 4+ years of experience in producing high quality graphic material, websites, and printed material. Comfortable working both with clients and management. Looking to leverage my knowledge and experience into a role as a Web Developer and Digital Marketing Specialist.

professional experience

GRAPHIC DESIGNER / WEB DEVELOPER / JR. MARKETING MANAGER
INSTOCK Wireless Components • Boonton, NJ • 5/2019 - Present

- Designed logos, icons, web graphics, and company forms
- Regularly updated and managed company website. Corrected bugs/issues, created landing pages, managed database, and improved copy using SEO best practices
- Analyzed performance tests, researched keywords and trends, performed backlink research, and implemented solutions to increase organic and paid traffic
- Photographed products and edited according to branding guidelines

GRAPHIC DESIGNER / CUSTOMER REPRESENTATIVE
Data Business Systems • Flanders, NJ • 4/2017 - 6/2020

- Worked closely with clients to design customized referral pads, business cards, and other graphic printed material
- Developed and enhanced images and graphics for company websites
- Handled customer phone calls, emails, orders, and inquiries

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