

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 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

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 - Present

- 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