

# Elizabeth Pritchard

## Web & Graphic Design Digital Marketing

### CONTACT

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#### Email

bethpritchard89@gmail.com

#### LinkedIn

linkedin.com/in/bethpritchard89

#### Personal Website

bethpritchard89.github.io

### TECHNICAL SKILLS

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#### *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

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

### CAREER OBJECTIVE

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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

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Social Media Coordinator / Graphic Designer / Web Developer  
*United Window & Door • Springfield, NJ • 2/2021 – 6/2021*

- 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 – 2/21*

- 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

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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