Elizabeth Pritchard

Web & Graphic Design Digital Marketing

CONTACT

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

Enthusiastic and deadline-driven Graphic Designer with 4+ years of experience 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

SEO / Graphic Designer
Analytical Sales and Services • Flanders, NJ • 7/2021 – Present

- Conceptualized, illustrated, and designed product mockups, catalogs, brochures, and stationery
- Photographed products and edited images in accordance with branding guidelines
- Added items, changed prices, wrote copy for, and optimized company website

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

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, 9/2021

Google Ads, 9/2021