

ELIZABETH B. BELTZ

Charlotte, NC | 704.778.8991 | ebbeltz@gmail.com | <https://www.linkedin.com/in/elizabeth-beltz-6a575811b>

GRAPHIC DESIGNER

Client focused creative designer with exceptional skills in web design, creative brand development, and multi-media marketing. Understands the importance of providing outstanding customer support and approaches each client relationship with thoroughness, dedication, and customized attention. Strong technical skills provide the required resources needed in order develop the most effective forward-facing brand capturing each client's unique brand story.

CORE COMPETENCIES

Web Design
Customer Service
Technical Troubleshooting

Digital Marketing
Brand Design
Creative Concept Development

PROFESSIONAL EXPERIENCE

Morningstar Properties – Charlotte, NC

2016

Marketing Assistant

Executed a full range of marketing responsibilities including brand redesign, marketing material development, inventory level management, and vendor visits. Partnered closely with senior management providing recommendations on marketing initiatives and operational improvements.

- Assessed and updated the brand; developed a full suite of merchandising inventory and multi-media marketing campaigns showcasing the newly redeveloped brand.
- Reviewed merchandise inventory levels and presented recommendations to senior management to optimize availability and sell-through levels.
- Completed on-site vendor visits to ensure product placement and inventory levels met marketing guidelines for increased profitability.

Major Accomplishments:

- Brand redesign of all packaging merchandise improving marketability and consistency across all merchandise lines.

IMEX Cargo/Realm Music Group– Boston, MA

2015

Design & Social Media Intern

Supported two different business segments under the umbrella organization including the cargo shipment operation and the professional artist promotional business. Developed unique strategies for both businesses to increase visibility through social media campaigns, website development, and creating promotional marketing materials.

- Developed and managed Hootsuite account; updated website content and artistic presentations.
- Created “word of the day” marketing strategy to keep social media accounts active and engaging to followers.

Major Accomplishments:

- Designed comprehensive artistic brand including website, album covers, posters, and pictures.

Big Moose Inn– Eagle Bay, NY

2014

Front Desk Clerk & Marketing Assistant

Performed a full range of front desk responsibilities in addition to designing and producing a new guest welcome package including relevant visitor information on tourist attractions, restaurants, and local shopping venues.

EDUCATION

Bachelor of Arts – Major: English; Minors: Graphic Design & Supply Chain Management

2017

Lehigh University – Bethlehem, PA

Internship – Graphic Design

2015

Boston University – Boston, MA

VOLUNTEERISM

Coach, The First Tee of Greater Charlotte	2017
<i>Coached participants for various certification classes, facilitated golf skill activities, and educated students on the First Tee Code of Conduct.</i>	
Scorer, PGA Secretary's Cup	2017
<i>Scored each golfer's performance according to stroke-play regulations.</i>	
Volunteer, Drive Chip & Putt Qualifier	2017
<i>Performed a variety of tasks including scoring and event coordination efforts the day of the event.</i>	
Buddy/Volunteer, Special Olympics	2009-2013
<i>Supported and encouraged athletes during large scale events.</i>	
Volunteer, The Adirondack Museum	2012
<i>Designed and created original works of art for Family-Palooza and various other large-scale events.</i>	

CERTIFICATION & MEMBERSHIPS

Hootsuite Certified Hootsuite Academy	2015
National Society of Leadership & Success	
Zeta Tau Alpha Sorority	

TECHNICAL PROFICIENCIES

Wordpress	Social Media Marketing
CSS	Photoshop
HTML	Windows
MS Office Suite	Mac
Illustrator	Adobe Creative Suite
InDesign	Hootsuite
Java/JavaScript	Brackets
Responsive Design	Coding