

# ELIANA CHOI

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## EDUCATION

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### University of Maryland

August 2021 - May 2025

Robert H. Smith School of Business  
Bachelor of Science, Information Systems & Marketing  
DCC Honors College & Dean's Scholarship

## WORK EXPERIENCE

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### Elie Choi Design

Gaithersburg, MD

Owner, Founder

March 2017 - Present

- Cultivated self-taught digital illustrations to accumulate 28k+ followers on Instagram and 270k+ followers on Tiktok
- Collaborated with other artists across multiple platforms to create engaging social media content
- Maintained positive client relationships and created highly detailed commissions according to client requests
- Completed commissions within a timely manner and marketed skills to attract new clients
- Sold physical products in person and virtually
- Calculated sales, budgets, and inventory for large convention booths

### Line WEBTOON

Gaithersburg, MD

Creator of *Vampire Lord*

March 2017- Present

- Self-published "Vampire Lord" on Line WEBTOON with 14+ million readers, 360k+ subscribers
- Featured on the front page and official ads multiple times on Line WEBTOON, bringing 500k-800k monthly pageviews
- Produced new episodes biweekly to maintain consistency for subscribers
- Maintained collaborative relationships with other content creators and platforms such as Tapas, Toomics, and Webcomics
- Created and cultivate weekly scripts with 50-100 panels of drawing and storyboarding
- Generated monthly earnings of over \$1k due to successful advertisements and story production

### Poppins Productions, LLC

Gaithersburg, MD

Lead Graphic Designer & Co-Lead Social Media Intern

May 2022 - July 2022

- Created website UI, logo designs, and informative graphics
- Collaborated with different departments to cultivate projects in a timely manner
- Solely developed a social media style guide with detailed guidelines for future interns
- Held meetings with team members to share updates and progress on projects

### Chaney Communications

Rockville, MD

Marketing Intern

June 2022 - August 2022

- Achieved role through Marketing Maryland Internship Program
- Managed University System of Maryland Women's Forum Instagram, Facebook, and Twitter pages
- Maintained client relationships with University System of Maryland including all 12 schools
- Collaborated with team across multiple projects and met team with weekly meetings regarding work updates

## PROJECTS

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### Rosanna Kalis Art & Design

Design Consultant

June 2022

- Created color palettes and storyboards for digital mural featured in Kapow restaurant
- General color and composition advisory

### Arthur Benson Choi DDS Website

Website Designer & Developer

March 2022

- Developed an interactive website using HTML, CSS, and Javascript tailored for dentistry
- Designed UI with Adobe XD

### DCC Crowdsourcing Website

Website Designer & Developer

March 2022

- Designed an immersive UI website tailored for education
- Developed website using HTML and CSS

## SKILLS

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Software: Microsoft Office, Google Workspace, Adobe Photoshop, Adobe Illustrator, Adobe XD, HTML, CSS