

EMILY LÊ

www.emilyle.com
emily.bh.le@gmail.com
(720) 883 5599

Hello! I am a visual storyteller. My strengths lie within visual development and interactive media. I prioritize a keen eye for detail, commitment to clear communication and building strong, genuine connections. I am hoping to contribute to passionate teams and offer my skills towards successful project completion.

EDUCATION

Master of Digital Media, Ryerson University, *Toronto, Ontario, Canada*

Bachelor of Fine Art (Electronic Art), Colorado State University, *Fort Collins, Colorado, USA*

WORK EXPERIENCE

Freelance Creative Design, @emilybhle.art

February 2019 - Present

- collaborates with clients on commissioned, custom pieces through creative partnership and direction
- manages shop inventory, domestic and international sales and customer service day-to-day

Communications Coordinator, Branch Out Theatre

February 2020 - August 2020

- supported communication through proactive community outreach and correspondence
- designed promotional social media content, doubling follower count and increasing post engagement
- maintained and updated theatre's website, schedule, photos and videos through Wordpress

Cast Member, Walt Disney World

June 2018 - August 2019

- performed high energy roles at *The Seas with Nemo and Friends*, *Kilimanjaro Safaris*, and *Saratoga Springs Resort and Spa*
- preserved guest satisfaction through conflict resolution, multitasking and a strong positive attitude

Manager, Basin (Disney Springs)

July 2017 - July 2019

- created and designed the monthly newsletter informing the entire district team on new products, store operations, and updates
- lead a mini campaign for Pride Month 2018 on Instagram generating audience engagement and growth
- encouraged team work and high morale through daily challenges, activities, and incentives

OTHER ACTIVITIES

Volunteer Video Editor, Joe Biden for President

August 2020 - Present

- edited source footage to create fun, 60 second videos for the #askusanything2020 Instagram campaign utilizing specifications set by leaders to ensure consistent messaging and branding

Marketing Lead, Summer Themed Entertainment Project

June 2020 - September 2020

- originated the brand guidelines to be utilized through marketing material and social media campaigns
- supervised a team of four by delegating responsibilities and maintaining the team and project's schedule
- coordinated with attractions and area teams to produce visual content (posters, product design, logos, etc.)

Competitor, Ryerson Invitational Thrill Design Competition w/ Universal Creative

October 2019

- produced four solutions to various challenges within themed entertainment (accessibility, ride safety, show mechanics and guest restraints)
- contributed elements including concept design, layout diagrams and graphics for team presentations

SKILLS

Illustrator	Keynote
Photoshop	HTML/CSS
InDesign	Wordpress
Premiere	Slack
Lightroom	Trello
After Effects	Arduino

MEMBERSHIP

Member, Harriet B's Daughters
Next Gen Member, Themed Entertainment Assoc.
Member (Alum), Ryerson Thrill Club