

Emily Lê

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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

Digital Media Specialist, Big Break Foundation (contract) | *December 2020 - April 2021*

- Assisted in the launch of a 501(c)3 non-profit with a mission to expand diversity and inclusion efforts within the location-based experience industry
- Led creation of expanding existing branding and graphics for print and digital communication collateral utilizing a keen eye for detail
- Collaborates with Executive Council and Directors to ensure clear, consistent messaging on all platforms
- Organizes material for scheduled meetings, keeping track of revisions and team needs

Graphic Designer, Private Label Express (contract) | *September 2020 - April 2021*

- Creates marketing material for 40+ posts a month on social media (Instagram, Twitter, LinkedIn) focusing on communicating the company mission, typography design, product highlights, and more
- Generates new, engaging graphic solutions through brainstorming with Marketing team to create social, digital, print, and web collateral

Communications Coordinator, Branch Out Theatre | *February 2020 - August 2020*

- Supported audience relationship and retention through proactive community outreach and correspondence via e-mail and social platforms
- Designed visual assets and wrote original copy for promotional social media content, prioritizing SEO and KPI's such as event registration and engagement
- Maintained and updated theatre's website, schedule, photos and videos through Wordpress

Manager, Basin (Disney Springs) | *July 2017 - July 2019*

- Designed the monthly internal newsletter updating the entire district team focusing on copywriting, editing, and graphic design
- Led a campaign for Pride Month '18 on Instagram generating engagement and over 500 likes on each post
- Facilitated weekly Manager meetings brainstorming new leadership and teamwork practices

RELATED ACTIVITIES

Marketing Strategist, Themed Experience TV | *November 2020 - Present*

- Created a marketing campaign to prepare for initial launch which generated over 100 followers on social media channels within the first 7 days
- Maintains social media channels and creates content from visuals to captions

Video Editor, Joe Biden for President | *August 2020 - September 2020*

- Edited source footage to create 60 second videos for the #AskUsAnything2020 Instagram campaign utilizing specifications to ensure consistent messaging and branding

SKILLS

Keynote	Adobe Creative Suite		
HTML/CSS	Illustrator	Premiere	InDesign
Wordpress	Photoshop	Adobe XD	After Effects

MEMBERSHIP

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