

WORK EXPERIENCE

Digital Media Specialist, Big Break Foundation

December 2020 - Present

- Assisted in the launch of a 501c3 non-profit with a mission to expand diversity and inclusion efforts within the location-based experience industry
- Led creation of expanding existing branding for print and digital collateral including social media identity, business stationary, communications media, and more
- Created and optimized the Foundation's website utilizing HTML/CSS, A/B testing, and heatmap testing

Graphic Designer, Private Label Express

September 2020 - Present

- Creates marketing material for social media (Instagram, Twitter, LinkedIn), focusing on communicating the company mission, typography design, product highlights, and more
- Works with the Marketing team to redesign existing product labels, company business cards, and other collateral
- Generates new, engaging content through brainstorming with Marketing team to create batch content for 40 or more social posts a month

Freelance Graphic Design, @emilybhle.art/EBHL LLC

February 2019 - Present

- Established a freelance branding house, specializing in creating original brand and identity for diverse clients as well as other graphic and visual needs
- Collaborates with clients on their vision to execute full brand packages including logos, style guides, social media content, marketing strategy, and more
- Developed content for digital and print platforms including apparel, flyers, posters, and websites

Communications Coordinator, Branch Out Theatre

February 2020 - August 2020

- Supported communication through proactive community outreach and correspondence
- Designed visual assets and original copy for promotional social media content, prioritizing SEO and reach
- Maintained and updated theatre's website, schedule, photos and videos through Wordpress

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 to promote the network and create engagement

Video Editor, Joe Biden for President

August 2020 - September 2020

- 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

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

EDUCATION

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

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

SKILLS

Illustrator	Adobe XD	HTML/CSS
Photoshop	After Effects	Wordpress
InDesign	Keynote	Arduino
Premiere	UI/UX Design	

MEMBERSHIP

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