



Emily Caldwell

User Experience/Communications Specialist



Professional Summary

User Experience Designer and Digital Communication Specialist offering 11 years of experience in various design and communication roles. Demonstrated success in project management, online marketing, and visual production. Fluent in Adobe Creative Suite software and HTML/CSS. Highly organized, efficient self-starter. Thrives in a small business or creative environment, often wearing many hats.



Work History

2021-11 -
Current

Digital Communications Specialist

ZÖe Pediatrics, Columbus, GA

- Management and design of company websites, external and internal
- Tracking and reporting analytics on marketing and communications campaigns (Google Analytics, Google Search Console, SEMRush)
- Develop content and campaigns for reaching potential clients
- Design marketing materials and graphics
- Content management of all online media platforms
- Assist marketing team in developing and implementing a communications strategy to further company objectives
- Stay up to date on industry trends and make recommendations for adjustments to communications strategies and practices

2020-03 –
2021-11

Shift Supervisor

Starbucks, Columbus, GA



Contact

Address

3518 Fuller St, Apt A
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Phone

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E-mail

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Skills

Adobe Creative Suite

Photography

User experience research

Web design (HTML/CSS)

Social media management

Project management

SEO/analytics

Marketing strategy

Brand management

Problem solving

Content management

Data analytics

Data visualization

Print production

Product sourcing

- Manage staff including assigning optimal floor positions, scheduling and performance coaching.
- Cultivate a culture that ensures teamwork and high morale while anticipating guest needs.
- Ensure adherence to corporate standards including cleanliness and customer satisfaction.
- Train and mentor new and current baristas.
- Track and maintain inventory.

2014-09 -
2019-07

● **Photographer**

Emily Caldwell Photography, Savannah, GA

- Photographed high-quality images for various print and digital projects.
- Consulted with clients to discuss style preferences to create mutually agreeable project parameters.
- Digitally edited photos to enhance appearance.
- Scheduled and booked locations for photo shoots, working collaboratively with clients and contacts.
- Managed all business aspects, including marketing, bookkeeping, and client relationships.

2013-04 -
2013-09

● **Graphic Production Artist**

Insight Global (Microsoft XBOX), Redmond, WA

- Created digital assets and layouts for Microsoft XBOX console home page.
- Designed artwork for use in a range of advertising, marketing and branding projects.
- Adjusted existing logos, characters and other assets for different uses.
- Met or exceeded all deadlines to ensure timeliness of content launches.
- Collaborated with senior designers, developers, and user experience team to provide quality assets.

2011-07 -
2012-09

● **Studio and Laboratory Manager**

Artisan Life Photography, Tulsa, OK

- Interviewed, hired and trained lab technicians to perform photo retouching and printing services.
- Managed a team of mobile and studio photographers, ensuring equipment maintenance and coordinating

scheduling.

- Booked, edited, and sold high end portrait packages for studio photography sessions.
- Designed and managed website and social media marketing.
- Identified and diminished performance gaps by coaching, supervising, and developing improved streamlined systems.
- Performed wet process digital printing as well as archival quality large format in-house printing.



Education

2009-08 -
2010-05



Bachelor of Fine Arts (Partial): Photography

Minneapolis College of Art and Design - Minneapolis, MN

2020-09 -
Current



Bachelor of Science: Technical Communication (User Experience)

Arizona State University Online – current Junior standing