

James (Eric) Todd

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Hard-working, driven college senior with experience in branding, UI and UX, marketing, and much more in the digital media realm.

Education

Senior - NC State University
Business Administration Major -
IT concentration
Arts Entrepreneurship Minor
GPA: 3.56 - Dean's List 5 Semesters

Statistics

\$25,000+ of branded Icepack
hockey merchandise sold in the
2019-20 season

Over **\$6,200** of freelance work
contracted in 2020

5+ years of experience working
with the Adobe Suite

Accolades

Second Place - T-Shirt Design
SkillsUSA 2017 National Conference

First Place - T-Shirt Design
SkillsUSA 2017 State Conference NC

First Place - T-Shirt Contest
Middle Creek High School SkillsUSA

**First Place - Interactive App and
Game Design**
Middle Creek High School SkillsUSA

Computer Skills

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe XD
Figma
Adobe Premiere Pro
Adobe After Effects
Adobe Dreamweaver
Microsoft Visual Studio

Professional Experience

Intern

Pack Creative - Raleigh, NC

August 2020 - present

- Responsible for completing graphic design projects for the athletic department for NC State
- Working remotely receiving projects from bosses and completing them quickly

Sole Proprietor - Freelancer

Eric Todd Creative (erictoddcreative.com)

May 2019 - present

- Freelance graphic design, specializing in UI, UX and brand design/strategy
- Operate personal website and social media to capture new clients
- Manage existing clients and assist with the growth of their brand

Head of Social Media

Icepack Hockey - Raleigh, NC

May 2018 - present

- Create brand, brand guidelines, and website for NC State's club hockey team
- Post promotional materials to social media for games
- Increased average Instagram likes by 86% from 2017-18 to 2018-19 season
- Conduct photoshoots to gather assets to use in marketing

Marketing Assistant - Graphic Designer

NCSU Wellness and Recreation - Raleigh, NC

January 2018 - February 2020

- Create digital and print marketing materials for Wellness and Recreation events
- Communicate with clients to determine project objectives
- 12 hours a week during school semesters, 16+ hours a week over each Summer

Extracurricular Activities

Team Captain

Icepack Hockey

May 2020 - present

- Team captain of the NC State club hockey team for the 2020-21 season
- Started playing on the team in 2017

UI/UX Designer - Feed the Pack Project

Tech@NCState

January 2020 - May 2020

- UI and UX designer for the club Tech@NCState's semester project
- Design web application for the NC State food shelter
- Help Tech@NCState team develop the website based on mock-up created

Member

National Technical Honor Society

September 2017 - present

- Exclusive honor society for students excelling in technology disciplines