

James (Eric) Todd

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Hard-working, driven college junior with excellent visual and layout skills seeking to work for the NC State Athletics creative department as an intern for Summer 2020.

Education

Junior - NC State University
Business Administration Major -
IT concentration
Arts Entrepreneurship Minor
GPA: 3.57 - Dean's List 4 Semesters

Statistics

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

Over **\$1,700** of freelance work completed in 6 months

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

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

Intern
Studio RTP - Cary, NC

May 2016 - August 2016

- Worked on graphic design and web design projects for Studio RTP clients
- Shadowed company owner in day-to-day operation
- 120 hours of experience in Summer 2016

Extracurricular Activities

UI/UX Designer - Feed the Pack Project
Tech@NCState

January 2020 - present

- 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

Assistant Captain
Icepack Hockey

August 2019 - present

- Assistant captain of the NC State club hockey team for the 2019-20 season
- Started playing on the team in 2017

Member
National Technical Honor Society

September 2017 - present

- Exclusive honor society for students excelling in technology disciplines