

# Miriam Lowry

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## EDUCATION

Bachelor of Science in Digital Media at University of Houston  
Graduation **May 2024**  
Cumulative **GPA: 4.0**

## WORK EXPERIENCE

**Marketing Specialist at LiuGong North America | August 2024–Present**

- Design and update graphics for print collateral (i.e. brochures, posters, badges)
- Manage lead generation through EDA Data and act as liaison with RBMs
- Create visuals and copywrite for social media posts
- Manage and distribute company newsletter through Mailchimp

**Counter Attendant at T. Jin's China Diner | December 2022–January 2025**

- Served customers via phone call, online, and in-person

**Teacher's Assistant in Digital Photography at University of Houston | January 2023–May 2023**

- Critiqued and graded students' work
- Managed camera equipment check-out

## RELEVANT COURSEWORK

**Transmedia Marketing | 2023**

- Developed brand guides for a business: logo, colors, typography, tone/voice, imagery
- Researched audience and competition to develop brand differentiation
- Produced social media content: vector graphics, video, copywriting
- Managed two-week campaign across four channels: Instagram, TikTok, YouTube, website

**Content Strategy | 2022**

- Conducted surveys and research to gather data
- Developed targeted user personas for one-to-one marketing
- Established KPIs for a successful campaign
- Created shareable content through Adobe Express and Illustrator: images, video, and infographic
- Simulated creating and managing social media campaigns with Hootsuite
- Set goals and user touchpoints for campaign using XMPie Circle

**Page Layout & Design | 2022**

- Designed posters applying typographical hierarchy and Gestalt principles
- Composed stylizations of images in Adobe Illustrator
- Proofed documents and packaged files for print
- Constructed cohesive brand identities implemented in different formats

## SKILLS

Proficient in:

- Adobe Creative Cloud: InDesign, Illustrator, Photoshop, Premiere, Animate, Lightroom, Acrobat
- Microsoft Office Suite: Word, PowerPoint, Excel, Teams, Outlook, OneDrive

Experience in website design through Webflow, Adobe XD, and Figma

Comfortable with MacOS and Windows interfaces

Experience in collecting and managing survey data through Jotform, Mailchimp, and SurveyMonkey

Conversational in Spanish

Other skills: team leadership, communication, analyzing data, storytelling, problem solving, multitasking

## HONORS & CERTIFICATIONS

Dean's list 7 semesters | **Spring 2021–Spring 2024**

Innovation Engineering Blue Belt Certification | **December 26, 2022**

Tableau Desktop Specialist Certification | **May 01, 2022**

## ORGANIZATIONS

Phi Kappa Phi Honor Society | Student Vice President | **March 2023–March 2025**

Animation Club at University of Houston | Officer | **January 2023–May 2024**

Graphic Communications Education Association at University of Houston (GCEAUH) | Officer | **2022**