

# EMILY CLARK




## GRAPHIC DESIGNER & MARKETING PROFESSIONAL



### PROFESSIONAL PROFILE

Creative, detail-oriented graphic designer and marketing professional with 4 years in-house experience in graphic design, writing and editing, website management, and social media.

### CONTACT

-  419.346.7490
-  emelizabethclark@gmail.com
-  [www.emelizabethdesign.com](http://www.emelizabethdesign.com)

### PROFESSIONAL SKILLS

Graphic Design  
Brand Management  
Website Management  
Writing & Editing  
Communication

### PROFICIENCIES

Adobe InDesign  
Adobe Photoshop  
Adobe Illustrator  
Wordpress  
Microsoft Office  
Facebook Pages Manager

### EDUCATION

BACHELOR OF ARTS  
English & Art - Graphic Design  
Concordia University | Ann Arbor, MI  
May 2013, *cum laude*

### WORK EXPERIENCE

#### GRAPHIC DESIGN COORDINATOR | *November 2013 - June 2017* Harbor Behavioral Health | Toledo, OH

- Designed and produced flyers, newsletters, brochures, ads, banners, signage, and other collateral for external and internal promotion, graphics for website, social media, and videos
- Managed website content including writing, editing, creation of graphics. Recognized gap in department and took initiative to learn the content management system and basic HTML
- Design, layout, and content contribution for multiple presentations for C-Level executives
- Created legislative flyers that were used at the state-level by C-level executives and lobbyists to advocate for Medicaid Health Home, funding was extended through December 31, 2017
- Redesigned corporate brand identity package after Harbor's ProMedica affiliation. Rebrand included business cards, letterhead, presentation template, and fax sheets
- Conceptualized and created identity and website for A Place For Mary, a free online resource. Saved approx. \$15K by creating in-house
- Initiated cost savings by creating an interim landing page for Behavioral Connections on [www.harbor.org](http://www.harbor.org), cost savings of \$299/month by eliminating separate website
- Ghost-authored CEO column for 35 issues of the monthly internal newsletter
- Wrote and posted the "Daily Blurb" welcome message for ~650 staff to see when logging into system; blurb was a tool to improve internal communication by reminding employees of deadlines, events, news, and helpful tips as well as market programs and services internally
- Writing and editing for monthly internal newsletter, semi-annual external newsletter, website, press releases, and other internal and external communications
- Coordinated quarterly updates of on-hold marketing script for phones with vendor including content strategy and expansion to Wood County phone system
- Managed Harbor's social media platforms including Facebook, Twitter, and LinkedIn, YouTube, Glassdoor, and Indeed for a combined 9 months in addition to normal duties (maternity leave, department gaps)
- Assisted with social media management including creation of graphics and visual campaigns, brand consistency, content, scheduled posts, promotions
- Assisted with event coordination and marketing for Night Golf (\$20K) and Toy Run (\$10K), served as day-of event staff

# EMILY CLARK

## GRAPHIC DESIGNER & MARKETING PROFESSIONAL

### PERSONAL SKILLS

Creative  
Detail-oriented  
Team player  
Self-motivated  
Open-minded & Flexible  
Pragmatic  
Dedicated  
Dependable

### WORK EXPERIENCE *continued*

#### MARKETING INTERN | *Summer 2012*

Harbor Behavioral Health | *Toledo, OH*

- Designed flyers, posters and other promotional materials
- Laid out monthly e-flyer for Symmetry Wellness division, distributed electronically to contracted employers using Harbor's Employee Assistance Program
- Wrote and posted "Daily Blurb" welcome message that populated for all employees upon logging into the system
- Prepared Harbor Highlights external newsletter for print, including proofreading, preflighting
- Supported Event Coordinator in preparation for Harbor Night Golf, provided day-of support
- Assisted marketing team members with clerical and day-to-day tasks

#### GALLERY DOCENT | *January 2010 - May 2013*

Kreft Center Art Gallery, Concordia University | *Ann Arbor, MI*

- Assisted Gallery Director with curating artwork and installation of gallery exhibitions
- Lead the installation of the student exhibition for three consecutive years including arranging, hanging, lighting, and marketing of show
- Provided event coordination assistance for receptions and exhibitions
- Promoted gallery events and shows including the design of ads, posters, postcards, and social media promotion
- Greeted and interacted with gallery patrons, informed patrons about current and upcoming exhibitions/collections and other Kreft Art events

#### BARISTA | *October 2007 - January 2015*

#### CERTIFIED CAFE TRAINER | *August 2013 - January 2015*

Barnes & Noble Booksellers | *Toledo, OH*

- Selected to become the Certified Cafe Trainer for the Franklin Park location
- Trained and acclimated new hires and booksellers to the cafe, including drink making, policies, register operation, opening and closing processes, and other cafe duties
- Tackled additional responsibilities when the Cafe Lead position was eliminated from our store. Additional responsibilities included assisting the Cafe Manager with weekly orders, monthly inventory of cafe products, and managing the weekly tasks list for all baristas
- Memorized coffee recipes and register codes to maximize efficiency and exceed the 4 minute recommendation per customer
- Delivered friendly, efficient customer service to all patrons