

# Emily Jimenez

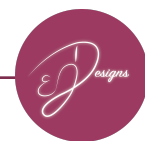
Digital Graphic Designer and Social Media Coordinator

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To secure a position with a company/individual in order to expand my knowledge in digital design, content development and social media marketing



## RELEVANT EXPERIENCE

### Digital Graphic Designer and Social Media Coordinator (Freelance) — Nov 2022 - Present

Clients: Representative Tarah Probst, Jamie Levy for District Judge and Parisa Dehghani-Tafti for Commonwealth's Attorney Campaigns

- Create content, schedule release, monitor and moderate social media
- Design print advertisements and postcard mailers
- Add graphics to VoiceOver videos
- Develop unique branding for each client
- Conceive and implement Wordpress website design

### Digital Coordinator, Tarah Probst for PA House 189 Campaign — May - Nov 2022

- Created content, scheduled release, monitored and moderated social media
- Planned, shot and edited video clips for use on social media
- Designed graphics and curated messaging for digital and print advertisements
- Developed MailChimp email marketing templates

### Project Manager for NSF Grant Research, East Stroudsburg University — Aug 2019 - 2022

- Led team to create social media campaign for Digital Warrior Camp including collection and analysis of analytics
- Coordinated with campus organizations to achieve the marketing agency for the Digital Warrior Camp
- Collected and organized Digital Warrior Camp student information and participated in participant/community outreach

### Junior Researcher, East Stroudsburg University — May - Aug 2021

- Designed and developed digital assets for instructional learning in Digital Media Technology workshops
- Collaborated with peer mentors and instructors in preparation for workshops including training
- Prepared presentations and presented for executive administrators/academic research and at the International Society for Technology in Education (ITSE) and Association for Educational Communications and Technology (AECT)

## EDUCATION

### East Stroudsburg University — 2018-2022

BS Digital Media Technologies

Concentration in Social and Interactive Media

Minor in Spanish

## SKILLS AND COMPETENCIES

**Technical:** Adobe Creative Suite, Canva, Spark Video, MailChimp, Meta Business Suite, Microsoft Office, HTML/CSS, Wordpress

**Overall:** Excellent communication skills, attention to detail, highly organized, dependable leader, works well in a team and independently, conversational Spanish, social media management

## VOLUNTEER/LEADERSHIP EXPERIENCE

Student Liaison for East Stroudsburg University Foundation Board — May 2019 - 2022

President of Warrior Elite (Student Ambassadors) — May 2019 - 2022

Peer mentor for incoming Freshman at East Stroudsburg University — Aug - Dec 2019