



## Emily Abernathy

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[emilyaliem.com/portfolio](http://emilyaliem.com/portfolio) | [linkedin.com/in/emilycabern](https://www.linkedin.com/in/emilycabern)

Exceptionally creative and multitalented Graphic Designer with experience in presentations, marketing, and cinematography. Self-motivated and collaborative team player with outstanding written, verbal, and interpersonal communication skills.

### Expertise

- Graphic Design
- Digital Literacy
- Social Media
- Presentations
- Video Production
- Marketing Automation
- Communications
- Photography
- Project Management

### Professional Experience

#### **EBQUICKSTART, LLC.**

##### Marketing Specialist

Austin, TX

Dec 2017 – Present

Successfully administer and direct email marketing projects from concept to completion. Build and maintain relations with clients to maximize work flow efficiency. Graphic/web design, research, copy write, consult marketing strategy, and train clients on Salesforce Pardot within tight timelines and budgets.

##### *Key Accomplishments*

- Successfully completed client projects worth up to \$382,000.
- Increased followership by 15% and boosted social media engagement by 1,200% in 3 months.
- Established company brand standards for social media profiles and content.
- Administered email marketing campaigns for million-dollar corporate contracts under tight deadlines.

#### **FREELANCE**

##### Media Specialist

TX

Sep 2005 – Present

Design and produce highly influential sale and marketing presentations by transforming client material into visually appealing and informative story-telling. Photography, videography, and cinematography with specializations in portraiture, business and private events, extreme sports, broadcast, and lifestyle.

##### *Key Accomplishments*

- Established trusting relationships with designers, vendors, and key clients.
- Earned several awards for design and video for professional and academic institutions.
- Led 20+ digital teams; created 150+ presentations; built 300+ landing pages; produced 400+ videos; photographed 10,000+ images.

### Education

**Bachelor of Arts** in Emerging Media & Communications, *University of Texas at Dallas* – Richardson, TX | GPA 3.2

**Associate of Arts**, *Collin College* - Plano, TX | GPA 3.5

**Advertising Design and Video Broadcast Journalism**, *Liberty HS / CTEC* – Frisco, TX | GPA 3.9

### Tools

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere, +); MS Office Suite (PowerPoint, Word, Excel, +); Google Suite (Slides, Docs, Sheets, +); Final Cut Pro X/7; Salesforce Pardot; MailChimp; WordPress; HTML/CSS; +

### Certifications

Adobe Photoshop Certified; Salesforce Pardot Specialist; World Freerunning and Parkour Federation Coach