



Danielle Ellis

510 27th St, Apt 5
Rock Island, IL 61201

DefayDesigns.com
dani@defaydesigns.com

SOCIAL MEDIA



@defaydesigns

CERTIFICATIONS

How Writers Write Fiction 2016:
Storyed Women
Dec 2016

Social Entrepreneurship 101
Oct 2016

Lean Startup Principles for
Social Enterprises
Oct 2016

Become a Digital Marketer
June 2016

Become a Content Marketer
June 2016

VOLUNTEER EXP.

PeopleFund
Small Business Mentor |
2016-Present

American Red Cross
Graphic Designer | 2016

IABC
Volunteer | 2016

Organization for
Transformative Works
Webs Committee Volunteer |
2016

CSU Anime Club
Event Photographer/Graphic
Designer | 2016

Black Hawk College East
Campus Ministry
Founder/Club President/
Graphic Designer | 2011-2012

Step Ladder Tutor Services
Math Tutor | 2009

Sunshine Comm. Service Center
Graphic Designer/Board
Member/Volunteer | 2008-
2013

EDUCATION

Charleston Southern University
B.A. in Graphic Design | May 2016

Black Hawk College
A.A. in Liberal Arts | May 2016

WORK EXPERIENCE

WHBF-TV

Digital Coordinator | Current

Maintain the OurQuadCities.com website for WHBF-TV. Generate, design, and revise webpages by utilizing scripting languages. Troubleshoot and test website for efficiency. Maintain inventory of banner ads. Conceptualize, develop, and execute social media campaigns. Monitor and respond to online user engagement. Analyze, review, and report the effectiveness of campaigns. Conceptualize, develop, and design social media graphics, web and print graphics, and web banner advertisements. Conceptualize and design emails for wide distribution. Other design duties as needed.

Prairie Radio Communications

Graphic Designer | Oct 2016-Jan 2017

Paginated/laid out the weekly newspaper. Conceptualized, developed, and created newspaper advertisements. Conceptualized, developed, redesigned, and created sales presentation materials, marketing collateral, branding material, and graphics for print and web. Develop brand identity for the radio station and radio personalities, and other design assignments as needed. Maintained co

Empressive GeoDesigns

Graphic Designer | May 2016

Took photography of the company's products, corrected photos to be used on the company's website and marketing collateral. Redesigned a logo and designed business cards. Maintained the company website and social media accounts. Took on secretarial duties such as invoicing, calendar management, and maintaining inventory records.

Charleston Southern University

Lead Designer | 2015-2016

Co-founded a newsletter for the Graphic Design department at Charleston Southern University. Conceptualized, developed, and designed the logo, graphics, and layout for the seven-page newsletter as well as gathered content and wrote the all copy. The newsletter was published on the university's website.

Athletics' Marketing and Promotions Assistant | 2014-2015

Conceptualized, designed, and created sports' flyers to promote the home games on campus. Ran promotional events at all home games. Learned marketing and promotional skills.

SKILLS

Cooperation ●●●●●●●●●●	Critical Thinking ●●●●●●●●●●	Initiative ●●●●●●●●●●	Adobe InDesign ●●●●●●●●●●
Problem Solving ●●●●●●●●●●	Attention to Detail ●●●●●●●●●●	Photography ●●●●●●●●●●	Adobe Muse ●●●●●●●●●●
Copywriting ●●●●●●●●●●	Web Design ●●●●●●●●●●	Videography ●●●●●●●●●●	Adobe Illustrator ●●●●●●●●●●
Social Media Mrkt. ●●●●●●●●●●	Photo Editing ●●●●●●●●●●	HTML/CSS ●●●●●●●●●●	Social Media Plat. ●●●●●●●●●●
WordPress ●●●●●●●●●●	CMS ●●●●●●●●●●	Adobe Photoshop ●●●●●●●●●●	Adobe Dreamweaver ●●●●●●●●●●
Adobe Exp. Design ●●●●●●●●●●	Adobe Animate ●●●●●●●●●●	Adobe Premiere ●●●●●●●●●●	Adobe AfterEffects ●●●●●●●●●●

TECHNICAL LANGUAGES

Javascript ●●●●●●●●●●	HTML ●●●●●●●●●●	CSS ●●●●●●●●●●
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ORGANIZATIONS

AIGA | 2015-Present
Sigma Kappa Delta | 2013-2016

AWARDS

PeopleFund Volunteer of the Year | 2016
WHBF-TV Employee of the Month | March 2017

REFERENCES

Andrea Glover 843-863-7816 aglover@csuniv.edu	Lakeia Hodges 843-452-5516 lakeiah123@yahoo.com
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