

Emily R. Fields

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SUMMARY:

Results-oriented Graphic Designer focused on applying technical skills to create design and oversee projects from concept through final delivery. Successfully creates brand design that informs and engages customers. Highly motivated and energetic, excellent leadership abilities, and outstanding interpersonal communicative skills. Recognized as detail-oriented, very organized, and effective in working independently.

SKILLS

- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Adobe Lightroom
- Adobe After Effects
- Adobe Dimension
- SketchUp
- Capture One
- Microsoft Office Suite
- Web Development
- Social Media Management:
 - Instagram
 - TikTok
 - Twitter
 - Facebook

EDUCATION:

Kent State University | BFA in Visual Communication Design | Photography Minor | 7/2018 – 5/2022 | Dean's List.

EMPLOYMENT

GRAPHIC DESIGNER/MARKETING PRODUCER – WKYC (Cleveland, OH) 09/2022 – Present

- Bring WKYC studios to life on television, digital and social media, at outdoor events and in studio sets and interior workspaces.
- Design graphic elements for use on-air, online, and social media as well as merchandise and print materials.
- Produce compelling marketing campaigns and promotions for the station and clients.
- Brand ambassador for the station.
- Shoot, direct and edit commercials, promotions and shorts across all-media platforms.
- Work closely with Marketing, News, Sales and clients to create effective visuals on all platforms.

CREATIVE DIRECTING INTERNSHIP – Sanity Style (Chagrin Falls, OH) 05/2021 – 09/2021

- Created, designed, and maintained branded media campaigns across email, Facebook, Instagram, and TikTok growing accounts significantly and curating engagement
- Created and designed packaging and branding for Lit-erally candles from beginning, production, ultimately finishing by being sold in the retail environment
- Created, designed, and branded print and media campaign for Chagrin Falls Sidewalk Sale working with over 15+ merchants and the city of Chagrin Falls
- Photographed and edited flat lays, product still lifes, and fashion portraits for e-commerce and social media use

DANCE INSTRUCTOR – Candance Academy (Mantua, OH), 11/2019 – 06/2022

- Provided instruction, helped manage the classroom environment, and promoted student learning. Teaching various dance styles, techniques, and choreography, as well as editing music.
- Substitute instruction for both group classes and private lessons in the absence of the regular classroom instructor.
- Due to COVID-19, developing tactics to practice, teach, and implement safe practices to effectively teach students including virtual dance classes on Zoom when studios were not permitted to be open.

VOLUNTEER WORK

SENIOR COUNSELOR – Broadway Buddies (Orange, OH), 6/2014 – 3/2020 (interrupted due to COVID-19)

- Helped provide performance opportunities for students (aka “STARS”) with Down syndrome or on the autism spectrum. Promoted inclusivity and embraced diversity in a safe and encouraging environment.
- Helped address and adapt to various learning and communication styles with guidance from the licensed staff and assisted with all of the activities and staging scheduled for each rehearsal and performance.