



Elizabeth Jones

Multimedia Designer  
and Marketing Manager

CONTACT



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ABOUT ME

I am a Graphic Designer and Marketing Manager with a strong background in creating visually engaging multimedia content. Proficient in Adobe Creative Suite, Meta Ads Manager, and Webflow. I specialize in crafting high-quality graphics that is optimized for marketing goals. With additional expertise in motion graphics, video editing, and layout design, I excel in delivering compelling visuals that align with brand identity and communication goals.

MY SKILLS

Adobe Illustrator ● ● ● ● ●

Adobe Photoshop ● ● ● ● ●

Webflow ● ● ● ● ●

Meta Ads Manager ● ● ● ● ●

Microsoft Word ● ● ● ● ●

Management ● ● ● ● ●

LICENSES

Meta Certified **Creative Strategy Professional**

Meta Certified **Digital Marketing Associate**

Google **My Business**

Google **Web Designer**

## EXPERIENCES

### Graphic Designer and Marketing Manager

2025-NOW

Indiana Glass Coatings | Columbus, IN

- Planned, designed wire frames, and executed the creation of their company website, using Webflow.
- Strategically designed and managed Meta paid ads that fell in line within a predetermined budget.
- Managed social media platforms such as Tiktok, Facebook, and Instagram

### Graphic Designer/Account Manager

2022-2024

Lead Dog Digital | Tyler, TX

- Designed and implemented wire frames, web designs, and fully functional websites using Webflow and Figma
- Planned, designed, and executed creative assets for multi-channel marketing initiatives, including social media posts, website layouts, info-graphics, and motion graphics. monitored performance metrics (KPIs) to assess campaign impact, optimize strategies, and achieve business objectives.
- Managed both paid and organic social media campaigns for a diverse portfolio of clients, driving engagement, brand awareness, and conversions.

### Graphic Designer

2021-2023

Deviant Ink | Rexburg, ID

- Spearheaded the creation and design of high-quality, editable SVG content for the website, improving website efficiency and content accessibility.
- Developed strategic content for social media campaigns, enhancing on-line presence and audience engagement through creative visuals and messaging.

### Graphic Designer Intern

2021-2021

Hangar Marketing | Rexburg, ID

- Designed compelling social media and print graphics to communicate brand identity and marketing messages.
- Assisted in the creation of logo animations and digital/ print advertisements, contributing to multiple successful marketing campaigns.

## EDUCATION

### Bachelor Degree, Fine Arts

2019 - 2022

### Graphic Design Minor

Brigham Young University- Idaho

## MY REFERENCES

#### Steve Herber

Lead Dog Digital

Owner of Lead Dog Digital

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