



Elizabeth Jones

Multimedia Designer
and Marketing Manager

CONTACT

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ABOUT ME

Creative Marketing Specialist with 5+ years of experience designing visuals, managing multi-channel campaigns, and driving engagement for B2B and consumer audiences. Skilled in Adobe Creative Suite, Webflow, Meta Ads Manager, and content strategy, with expertise in creating compelling visuals, paid ad campaigns, email marketing, and event collateral. Highly organized, proactive, and collaborative, delivering creative solutions that align with brand goals and business objectives.

MY SKILLS

Graphic Design & Visual Content (Adobe Illustrator, Photoshop, InDesign)

Social Media & Paid Campaigns (Meta Ads Manager, TikTok, Instagram, Facebook, LinkedIn)

Email Marketing & Automation (HubSpot, Mailchimp)

Website & Digital Experience Management (Webflow)

Marketing Collateral & Presentation Design (PowerPoint, Pitch Decks, Print)

EXPERIENCES

Graphic Designer and Marketing Manager

Indiana Glass Coatings | Columbus, IN | 2025-Present

- Managed social media presence on TikTok, Facebook, and Instagram, including content creation, scheduling, and paid ad campaigns.
- Designed and optimized Meta paid ads within budget, increasing engagement and lead generation.
- Collaborated with stakeholders to improve digital content strategy and campaign performance.
- Developed and launched company website using Webflow, creating wireframes, layouts, and brand-aligned visuals

Graphic Designer/Account Manager

Lead Dog Digital | Tyler, TX | 2022-2024

- Designed wireframes and multi-channel marketing assets including social media posts, infographics, and motion graphics.
- Managed paid and organic campaigns across social media platforms, monitoring KPIs and optimizing for performance.
- Oversaw client accounts, providing creative solutions and marketing strategies aligned with business goals.

Graphic Designer

Deviant Ink | Rexburg, ID | 2021-2023

- Created high-quality, editable SVG content to improve website efficiency and accessibility.
- Developed strategic social media content, enhancing online presence and audience engagement through visuals and messaging.

EDUCATION

Bachelor Degree, Fine Arts-Graphic Design Minor

Brigham Young University- Idaho