

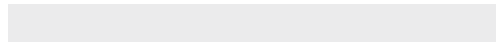


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EMILY PRINCE

Multimedia Specialist



● Work Experiences

2019 - **Carolina Senior Marketing**
Present **Multimedia Manager**

- Designs and builds Wordpress websites for independent insurance agents and agencies.
- Assesses and addresses backend issues for broken websites.
- Analyzes and optimizes on-site SEO for each website (keyword targeting, internal linking, alt tags, Google Analytics, Google Search Console).
- Sets up and supports professional email accounts through Godaddy Office 365.
- Designs custom logos for independent insurance agents and agencies.
- Assists VP of Marketing with the design of print materials including business cards, rack cards, brochures, mailers, and more.
- Directs, films, and edits video in-house and for independent insurance agents and agencies, including lighting and studio set-up.
- Manages Multimedia Specialist with video setup and editing critiques.
- Researched, managed, and ran two three day virtual conferences through the Accelevents platform.

● Education

2010 - **Appalachian State University**
2014 BA, Graphic Arts and Imaging Technology
Activities and societies:
ASU Marching Band, Sigma Alpha Omega, Epsilon Pi Tau

2014 - **90 Degree Design**
2019 **Graphic and Web Designer**

- Created logo designs and branding for small and large businesses using the Adobe Creative Cloud.
- Designed print and digital marketing materials based on businesses' established branding using the Adobe Creative Cloud.
- Designed and built custom Wordpress websites for small and large businesses.
- Maintained and updated approximately 40 Wordpress websites weekly.
- Assessed and addressed backend issues for broken websites.
- Provided professional photography services for client website use.
- Directed staff interns on creative design of marketing materials.
- Collaborated in small teams on major branding and website building projects.