

Emily Adcock

[Email](#) • [LinkedIn](#) • [Portfolio](#)

Web & Graphic Design

605-413-7343 • Sioux Falls, SD

Qualifications

Summary

An accomplished and versatile multi-media professional who adroitly straddles the worlds of graphic design and user interface development. Accustomed to driving corporate success across multiple industries through optimization of their brand identity and digital presence. Exceptional interpersonal, communications, and client relationship skills. Proficient with Adobe Photoshop, Illustrator, InDesign, HTML/CSS and Bootstrap 4; possess basic facility with JavaScript and WordPress.

Areas of Expertise

- Project Management
- Graphic Design
- Design Illustration
- Typography
- UI/UX Design
- Logo Design
- Photography & Videography
- Client Relationship Management

You can view my portfolio at emilyadcockdesign.com.

Career

Experience

Webit | Sioux Falls, SD, 2018 to present

FRONTEND WEB DESIGNER

Spearhead creation of customizable, user-focused, responsive websites, business logos and other visual brand assets for small businesses across the country. Deploy internal website builder to enhance the market penetration.

Notable accomplishments:

- Create customized website content to optimize and showcase individual brand identities.
- Design customized corporate logos for clients across multiple Industries.

CarsForSale.com | Sioux Falls, SD, 2017 to 2018

FRONTEND WEB DESIGNER

Created digital assets to establish and promote original brand identities for used car dealerships across USA. Conceptualized designs and generated related iconography, illustrations, color palettes, patterns, and other design elements.

Notable accomplishments:

- Created custom templates from which dealers may choose when deciding the overall look of their website; see <https://dealers.carsforsale.com/website-portfolio>.
- Created custom logos and digital illustrations to augment existing website imagery.
- Designed, maintained and repeatedly updated national corporate websites.

Continued...

Lloyd Companies | Sioux Falls, SD, 2017

GRAPHIC DESIGN INTERN

Adhered to established brand standards to design and produce specifications sheets, door hangers, event banners and other forms of marketing collateral for real estate leasing agents.

Notable accomplishment:

- Photographed building interiors and exteriors to entice potential buyers with a comprehensive portfolio of architectural and structural images.
- Produced and edited short video promotional spots to engage potential real estate clients.

AdShark Marketing | Fargo, ND, 2016 to 2017

DIGITAL CREATIVE INTERN

Acquired certification in Google Display Ads Marketing and deployed that new knowledge to engage consumer and business audiences with respect to several corporate brands. Created banner ads to market businesses online.

Notable accomplishment:

- Photographed restaurant business and utilized images in client website, marketing materials, Facebook page, and Google Display Ads.

Profile by Sanford | Moorhead, MN, Sioux Falls, SD and remotely in Fargo, ND

FRONT DESK ASSISTANT (2015 TO 2017)

Performed general office administration, including handling telephone inquiries, fielding questions about the Profile Plan, maintaining the membership database, and assisting with product and service inquiries and sales.

DESIGN & MARKETING INTERN (2013 to 2014)

Identified and assessed new opportunities to boost client engagement and revenue growth of a weight loss consultancy by raising brand awareness through Facebook, Instagram and Twitter campaigns.

Notable accomplishment:

- Spearheaded design of a pocket-sized grocery and restaurant guide for members to retain and use while shopping or dining out.

Education

Bachelor of Science in Graphic Communications (Interactive Multimedia & Media Arts)
Minnesota State University Moorhead, MN (2015)

Media Production Studies
University of Lincoln, UK (2015)

Google Display Ads Certification