

Elizabeth Shugart

CONTACT

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EDUCATION

Rollins College

August 2015 - May 2019
Studio Art and
Environmental Studies
Winter Park, Florida

SKILLS

Photoshop



Illustrator



InDesign



Lightroom



Photography

Editing

Social Media Planning

Brand Imagery

Digital Illustration

Typography

Microsoft Office

Google Suite

EXPERIENCE

Social Media Coordinator

Learning to Lean | November 2020 - Present

- Manage Instagram, LinkedIn, and Facebook communications, design content, ads, and graphics, and post to social media
- Recording and tracking analytics, analyzing insights to optimize content for target audience and maximum audience reach
- Establish visual style guide for social media and create assets
- Produce content calendars and manage and organize digital assets in content management system

Freelance Graphic Designer

Riot Creative Imaging | Florida | February 2020 - November 2020

- Conduct visual research to develop concepts and pitch ideas and collaborate with graphic consultant and client
- Design and produce photographs, custom prints, and environmental graphics and prepare files for print
- Coordinate with graphic consultants and printing department on printing work, addressing any necessary adjustments and seeing work to completion

Photographer

Camps Leelanau & Kohahna | Michigan | June 2020 - August 2020

- Captured photos of camp highlights for use on camp website, social media, and marketing materials
- Attended activities and captured 500+ photos daily and selected, edited, and posted 45-60 images to the website
- Maintained Lightroom library of images, preventing accumulation of excess photos, and categorized images with relevant tags for use of Business Manager

Outdoor Educator

Leelanau Outdoor Center | Michigan | August 2019 - October 2020

- Educated students about natural ecosystems and wildlife while leading outdoor activities to encourage stewardship
- Directed outdoor activities to encourage character development in student groups and facilitated post-activity debriefs