

# EMILY PLUMB

## CONTACT

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✉️ 9710 Oakdale Ave. Parkville MD

## SKILL

- ✓ Website, logo, print + email design
- ✓ Project management
- ✓ SEO Content Development
- ✓ Cross platform branding
- ✓ Wordpress Designer: DIVI + Elementor
- ✓ Canva, Squarespace, Adobe
- ✓ MailChimp, Constant Contact, Bee Free
- ✓ Creative + open to feedback
- ✓ Willingness to learn
- ✓ Collaborative + independent worker
- ✓ Happy disposition

## EDUCATION

### Kutztown University-

Bachelor's in Cultural Anthropology  
Graduated May 2011

## VOLUNTEER WORK

### GeoVets + BARCS

Providing essential veterinary resources + services to pet families in Central + South America and in collaboration with BARCS to communities in Baltimore City.

### Appalachian Trail Conservancy

Crew member. Work to build and maintain the Appalachian Trail

## WORK EXPERIENCE

### FREELANCE WP DESIGNER

*Stephanie Land, Author of Netflix's MAID*

Worked one on one with client to rebrand Wordpress website to promote her writing, public speaking events and domestic violence support work. Designed communication plan and deployed full scope of the project.

### CREATIVE DESIGN, PROJECT & CLIENT SUPPORT MANAGER

*AdsNext/ Dental Revenue (2017- Present)*

#### Front End Website Design & Project Management

Collaborative front-end design, working cross-departmentally and with stakeholders to create multi-platform branding. Responsible for SEO optimization, social media, print, and website content.

Email marketing + print design, deployment, and tracking.

Manage and develop a creative staff of 3. Assist in hiring and retention as well as training and professional growth.

Active leadership and creative role in product development, UI, and expanding the company's website design portfolio.

#### Tracking & Product Development

Lead role in developing effective tracking and budget reports for project development.

#### Client Support

Front-facing client support and resolution. Manage 200+ client WP website requests and edits. Research and formulate solutions for technical issues not limited to DNS, email, domain, and creative design updates.

### LEAD CONTENT WRITER

*AdsNext/ Dental Revenue. (2016-2017)*

Wrote and published 146 + SEO-optimized blogs a month. Curated original web-based content for new websites.

### MARKETING + CREATIVE DIRECTOR

*Marketing + Sales Director (2015-2017)*

Led the front-end rebranding campaign and messaging for the company internally and across marketing platforms. Restructured and created logo and merchandise design.

Managed a team of 3, encouraged and motivated exceptional customer interface while establishing new contacts and developing existing client relations.

Coordinated the purchase, renovation, and move to a 4,000sqft office

Organized and created tradeshow themes/ booth designs and developed and managed client events and schedules