

Elizabeth Milne

Creative Director of Multimedia & Visual Impact

Multimedia designer with over ten years of experience in visual communications. Highly skilled in photography and photo editing, with advanced mastery of Adobe Creative Suite programs — particularly Photoshop, InDesign, Illustrator, Lightroom, and Premiere Pro. Project experience includes digital and print communications, website design, and event photography.

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SKILLS

Adobe Creative Suite (Ai, Id, Ps, LrC, Pr)

Photography & Videography

Print Layout and Design

Digital Design

Internal and External Communications

Website Design and Maintenance

WordPress

Marketing and Branding



WORK EXPERIENCE

CREATIVE DIRECTOR

September 2019 - Present

EhM Creatives, Roanoke, VA

- Manages a freelance web/graphic design business that aims to assist companies with brand development, as well as any photography needs.

DIRECTOR OF COMMUNITY OUTREACH & GRAPHIC DESIGNER

February 2019 - Present

MMB Milne Leone, LLC, Roanoke, VA

- Designs marketing materials, including flyers, ads, PowerPoint presentations, and other graphics.
- Represents MMB Consulting through public relations and fundraising efforts for the community.
- Manages Web Content.

MARKETING MANAGER

May 2018 - 2019

Brickhouse CrossFit, Roanoke, VA

- Coordinated social media and determined web content.
- Photographed events and activities.

MARKETING MANAGER

September 2016 - April 2018

Balzer and Associates, Inc., Roanoke, Va

- Spearheaded the rebranding and redesign of the current logo, website, and collaterals.
- Designed proposals in order to secure work, with rewarded projects ranging from \$15K to over \$500K.
- Coordinated all company events including a celebration for the Fiftieth Anniversary with 215 attendees.
- Provided photography for events, as well as headshots and architectural photography for the website.
- Drafted all internal and external communication and marketing materials.

MARKETING AND COMMUNITY RELATIONS MANAGER

February 2014 - June 2016

Goodwill Industries of the Valleys, Roanoke, VA

- Developed, gained support, and integrated processes across multiple business lines at Goodwill to serve over 45,000 individuals through its more than 30 programs and services.
- Managed concept development and design for marketing materials including advertisements, newsletters, posters, postcards, and brochures following brand standards.
- Coordinated and assisted with the launch of events including store openings and fundraising events.
- Analyzed and interpreted documents relating to corporate planning and growth for strategic planning purposes with leadership.
- Drafted stories reported on by the media about the organization and participated in television, radio, and newspaper interviews about Goodwill's programs and events.
 - In 2015, this resulted in Goodwill Industries of the Valleys having positive press for 41 out of 52 weeks of the year.
- Utilized Google Analytics to measure success of website and social media marketing efforts.



WORK EXPERIENCE cont.

FINANCIAL REPRESENTATIVE

September 2011 - October 2013

Northwestern Mutual, Roanoke, VA

- Introduced financial solutions and devised long term plans for clients and prospects.

MARKETING ASSISTANT/MARKETING SPECIALIST

January 2010 - August 2011

Directorate of Family and Morale, Welfare and Recreation (DFMWR), Fort Carson, CO

- Conceptualized printed media.
- Briefed soldiers and family members on upcoming events and activities (Group size ranged from 20-400).
- Edited the Fort Carson NOW magazine (with over 80,000 copies printed monthly).
- Formulated marketing plans to promote various DFMWR programs and events.
- Assembled facility and branch managers to help plan for events and the promotion of their facility.
- Managed the DFMWR websites.
- Prepared slides and spreadsheets for community meetings lead by the Post Commander.
- Promoted to Marketing Specialist to meet the needs of staffing shortfall.



EDUCATION

Virginia Western Community College

Example of classes taken:

Communication Design, Typography, Graphics for Web, Web Design I & II, JavaScript, MySQL
2018-2020. Roanoke, VA

The Art Institute of Colorado

Adobe Creative Suite 5, Photoshop and Illustrator
2010. Denver, CO

Bachelor of Arts in Communications

Minor in Business Administration

East Carolina University
2007. Greenville, NC



VOLUNTEER EXPERIENCE

Junior League of Roanoke Valley, Roanoke, VA

Leadership positions held include, Membership Vice President and Communications Vice President

- Attended AJLI's 21-Day Racial Equity Challenge, 2021.
- Lead the redesign of the organization's website.

2013-Present

Star City Reads, Roanoke VA

2017/2018

Family Readiness Group, Fort Carson, CO

Volunteer and Treasurer



INTERESTS

Exploring Other Cultures

Organized Sports

Video Editing

Yoga

Networking Events

Volunteering

Local Meetups

Camping

Book Club



REFERENCES

Kelly Sandridge

Virginia Military Institute
Assistant Director of Brand Marketing
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Steve Huff

Professor
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