

# Elizabeth Milne

## Creative Multimedia Designer & Brand Specialist

Multimedia designer with over ten years of experience creating compelling visual communications across print and digital platforms. Experienced in graphic design, branding, website design, and marketing materials, with advanced proficiency in Adobe Creative Suite, including Photoshop, InDesign, Illustrator, Lightroom, and Premiere Pro. Passionate about developing thoughtful, user-focused designs that help organizations communicate effectively.

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 www.ehmlilne.com



## SKILLS

Adobe Creative Suite (Ai, Id, Ps, LrC, Pr), Figma, & Canva

Photography

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**

- Lead a freelance web and graphic design business, partnering with clients to develop and deliver strategic visual solutions from concept to completion.
- Develops branding strategies, print/digital assets, and marketing materials for diverse industries.
- Collaborates with vendors, printers, and agencies to ensure high-quality production and cost efficiency.
- Implements streamlined workflows to optimize project timelines and resource allocation.

### 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.
- Leads website content management and company's current rebranding initiatives

### MARKETING MANAGER

May 2018 - 2019

**Brickhouse CrossFit, Roanoke, VA**

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

### MARKETING MANAGER

September 2016 - April 2018

**Balzer and Associates, Inc., Roanoke, Va**

- Spearheaded the rebranding and redesign of the logo, website, and collaterals.
- Designed proposals in order to secure work, with rewarded projects ranging from \$15K to over \$500K.
- 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.
- 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

Northwestern Mutual, Roanoke, VA

September 2011 - October 2013

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

### MARKETING ASSISTANT/MARKETING SPECIALIST

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

January 2010 - August 2011

- 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

Director of Marketing and Advertising

Grand Home Furnishings

540.797.9295

ksandridge@gmail.com

### Steve Huff

Professor

540.797.4833

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