

Emily Matusek

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emilymatusek.com
(815) 271-2483

Education

University of Illinois
Class of 2019

Advertising major
Art & Design minor

Skills

Layout & graphic design
Web design
Photography
Social media management
Drawing
Art/crafting
Leadership qualities
Writing
Blogging

Programs

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Facebook Ad Manager
Hootsuite
Wix.com
WordPress

Let's stay in touch.

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emilymatusek.com (portfolio)
emy-lou.com (blog)



Emily Matusek



emylou12

Social Media & Advertising Manager

Bailey Psychology Group: 2016-Present

- Managed Facebook & Instagram profiles
- Created content & wrote copy for social media
- Organized events with doctors and patients
- Edited and helped write articles featuring BPG for local magazines
- Created ads through Facebook Ad Manager
- Designed flyers, handouts, and brochures for the office
- Created and maintained the website

Web Design and Social Media Intern

Think Big Go Local, Summer 2018

- Learned to build sites through WordPress
- Improved my design abilities in web design & graphic design
- Interacted with many local, small business owners and saw first hand how small businesses function
- Sat in on meetings with clients and learned how to interact with clients
- Introduced to the technical side of social media management

Head of Social Media & Public Relations

Delta Zeta - Alpha Beta Chapter: 2017-Present

- Gained real life experience as a social media manager
- Maintained a regular posting schedule
- Took pictures for posting
- Organized and directed photoshoots with professional photographers
- Communicated with the public regarding the sorority
- Created content such as cover photos, profile pictures and promotional content for social media use

Head of Decorations

Delta Zeta - Alpha Beta Chapter: 2017 & 2018

- Worked as an event planner for my sorority's formal recruitment events
- Managed a budget of \$3,500 dedicated to decorating the sorority house, creating floral arrangements and table settings, and organizing a formal luncheon for 1,500 women.
- Exercised leadership qualities by running a committee and leading a group of 40 women to effectively get things done

Memberships & Awards

Google Ads Fundamentals
Certified, 2018

Google Ads Mobile
Certified, 2018

America Advertising Federation
Member, 2015-present

Delta Zeta - Alpha Beta Chapter
Member, 2015-present

National Art Honors Society
Member, inducted 2014

National Honor Society
Member, inducted 2014

Alpha Lambda Delta Honor Society
Member, 2016

Illinois State Scholar 2015
Top 10% of students in Illinois