

Emily Matusek

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emilymatusek.com

(815) 271-2483

Education

University of Illinois
Class of 2019

Advertising major
Art & Design minor

Skills

Social media management
Graphic & layout design
Brand development
Online advertising
Web design (WordPress, Wix)
Customer service
Photography
Marketing
Drawing/art
Writing

Programs

Adobe Creative Suite
- Illustrator
- InDesign
- Photoshop
- Premiere
Facebook Business Manager
Facebook Ad Manager
Google Ads
Hootsuite
Sendible
SquareSpace
Wix.com
WordPress

Let's stay in touch.

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emilymatusek.com (portfolio)

For MCSO:

emilymatusek.com/mcso

Digital & Creative Associate

All Points Public Relations Agency: January 2020 - Present

- Creates content and manages 10 different social media accounts, ranging from single pages to 86 location groupings, via Facebook, Instagram & LinkedIn
- Assists in the development of branding for franchise clients through design projects, social media postings, online voice, and profile pictures
- Produces strong, strategic messaging for social media accounts including crisis communications through public relations tactics
- Organically increased followers of a thought leader-based account by over 12.5% in less than 5 months through data-backed social media postings
- Holds key strategic roles in client communications while developing strong, trusting relationships with various clients through email, weekly calls & monthly reports
- Strategizes and executes Google & social media advertising campaigns
- Develops materials for clients in the form of social media campaigns, monthly social media calendars, print graphics, booklets and digital billboard signs
- Constructs Excel sheets to accurately track social media account performance

Graphic Designer

J Miller Marketing Agency: June 2019 - January 2020

- Managed graphic accounts for multiple individually franchised retail stores
- Developed on-brand, promotional print materials, web graphics, and social media content for clients
- Increased visibility of clients' events or promotions by designing static & video ads for mediums such as Snapchat, Spotify & Pandora
- Optimized email campaigns through Constant Contact based on design, time and the audience
- Communicated with planners and clients to determine the best approach in terms of advertising strategy and ad spend

Advertising & Social Media Manager

Bailey Psychology Group: January 2016 - June 2019

- Strategically rebuilt the website to be reflective of the brand and more informative
- Coordinated and managed Facebook & Instagram profiles to engage with current and prospective patients
- Produced engaging content and copy, especially aimed at destigmatizing uncomfortable topics associated with psychology
- Organized and promoted events for patients, doctors, and professionals
- Wrote and edited several articles promoting BPG for local magazines
- Marketed BPG through ad campaigns on Facebook Ads Manager
- Customized flyers, handouts, and brochures for the office
- Regularly performed maintenance on the website for optimal user experience

Web Design and Social Media Intern

Think Big Go Local, Summer 2018

- Built various websites via WordPress, such as blogs, e-commerce, and landing pages
- Honed in on my web & graphic design abilities by creating user-friendly, mobile-responsive websites built for efficient SEO
- Interacted with many local, small business owners and gained valuable insight into building client relationships within my community