

# Elizabeth Landreth

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4221 Threadgill St. Austin, Texas 78723

## *education*

Texas Christian University, Fort Worth, Texas

BFA, Graphic Design, Dean's List, Graduated Cum Laude May 2010

Coursework Included: Typography, Advertising, Publication, Illustration, Corporate Identity, Photography, Package Design, Web Design, Marketing, & Social Media.

Software Proficiency: Adobe Photoshop, Illustrator, InDesign, Dreamweaver, Flash, Office, Joomla, and Wordpress.

## *professional work*

Graphic Designer, Junior Art Director, Plan A Advertising (Midland, TX) September 2010- 2011

Conceptualized and designed advertising and multi-media marketing campaigns, as well as created logos, identity systems, and other print material for various clients. Designed visual layouts and graphics for websites, e-mail marketing, and social media.

Freelance Designer, Social Media & Marketing Associate, Bulls Eye Market (Houston, TX) June 2010- August 2011

Created logos, newsletters, promotional pieces, and marketing graphics, for print, web, and social media. Composed creative tactics to engage and increase clients' followers on various social media platforms.

Graphic Designer, Social Media Manager, Dean-Kingston (Fort Worth, TX) May 2009- September 2010

Designed logo, identity system, monthly magazine advertisements, social media campaigns, and graphics for commercial and web use.

Creative Intern, Burgopak Ltd. (London, UK) August 2010- November 2010

Designed packaging artwork for various clients such as Nike, Sony, Motorola, and Bloomingdales. Attended design team meetings, and assisted in designing investor reviews, web advertisements, e-mail marketing, and website.

Creative Intern, Art Works NBC Universal (Fort Worth, TX) May 2009- September 2009

Developed and designed prints, animations, and TV graphics for national use.

## *awards & honors*

Dallas Society of Visual Communication (DSVC) National Student Show

Award of Honor, 2010

American Advertising Federation of Fort Worth (ADDYS)

Award of Merit, 2010

Cross Talk TCU all student design competition

Two Awards of Excellence, 2010

TCU Study Abroad Scholarship May 2008

Academic and Performance Scholarship

Trier University Gallery Exhibition in Germany July 2008

Award of Excellence

## *affiliations*

Dallas Society of Visual Communications (DSVC) Member 2007-2010

Design Focus, TCU graphic design club 2007- 2010

Zeta Tau Alpha Sorority 2006-2010, T-shirt designer 2008

Order of Omega; Greek Honors Society 2006-2010

Phi Beta Delta International Study Abroad Honors Society 2008-2010

The National Society of Collegiate Scholars (NSCS) 2007-2010

## *portfolio & references*

Available upon request