

EMILY DREXELIUS

Contact

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edrexdesign.com
(513) 668-1986

Graphic Designer

Skills

HARDWARE

Windows/PC
Mac/iOS

SOFTWARE

Microsoft Suite
Adobe Creative Suite
Procreate

DESIGN

Presentation Design
Social Media
Branding
Email Marketing
Layout Design
User Interface

DEVELOPMENT

User Testing
Persona Building
Google Analytics
Sharepoint
WordPress

Education

MIAMI UNIVERSITY

OXFORD, OH

AUG 2017 - MAY 2021

Communication Design, BFA
Interactive Media Studies, Minor
Summa Cum Laude, 3.99 GPA

Design Experience

DMI (DIGITAL MANAGEMENT, INC.)

Lead Graphic Designer

FEB 2023 - PRESENT

Hired and lead a multidisciplinary team to assist in crafting external marketing materials in addition to pioneering company wide brand strategy across diverse platforms including pitch decks, proposals and one pagers, WordPress, Sharepoint, email communications and multiple LinkedIn platforms. Managed projects with contributions from cross-functional groups to realize seamless visual identity that resulted in the successful purchase and integration of a new company, increased employee engagement via newsletter development, surveys, and leadership of employee meetings and events. Evaluated and assisted in choosing external vendors providing specialized marketing materials for the company. Proficient in print/digital design, website building, and social media strategy with a distinct emphasis on delivering measurable outcomes using surveys, focus groups and management of Google Analytics.

Graphic Designer

MAY 2021 - FEB 2023

Essential in development of visual brand for DMI Managed Services Group. Worked solo to design and create internal and external documentation, decks, social media posts/animations and other communications. Collaborated with company leaders to develop branded environmental and promotional product design and created brand guidelines being used throughout the organization.

MIAMI UNIVERSITY: CAMPUS SERVICES

Student Associate

JAN 2021 - MAY 2021

Partnered with Creative Director to fulfill the university's print and digital marketing needs. Assisted in creating captivating posters, flyers, social media graphics, animations, and email marketing visuals to align with the university's brand identity and marketing objectives. These included campaigns for student activities, engagement, university safety guidelines & new student welcome packages.

TOP FLOOR MANAGEMENT

Creative Development Intern & Social Media Coordinator

MAY - SEPT 2020

Collaborated closely with emerging music artists and influencers in a small start up to develop compelling brand narratives that encapsulate their talent. Played a pivotal role in crafting visual identities, merchandise, and website imagery. Brought music to life through captivating album and single covers. Managed social profiles, steered engagement strategies, content design, and follower interactions.

THE CINCINNATI INSURANCE CO.

Marketing Intern

MAY - AUG 2019, JAN 2020

Served as an illustrative designer, crafting captivating infographics for marketing materials such as emails, blogs, and social media focused on generating additional interest in home and life insurance. Collaborated with team to build new logos and iconography for both internal and external use.. Led a multi-functional team in a groundbreaking project on Robotic Process Automation (RPA) presented to corporate and executive leadership, securing endorsement to implement the product.