

# EMILY BECKER

DESIGNER +  
CONTENT CREATOR

## ABOUT

Emily is an Upstate NY based graphic designer and content creator. Emily has a passion for art direction, aesthetics, & all things style.

## CONTACT

518-223-3205  
emily@emmbecks.com  
www.emmbecks.com

## EDUCATION

Rochester Institute  
of Technology  
BFA Graphic Design  
2012—2016

## EXPERIENCE

### Kid Made Modern

Graphic Designer | September 2017 — Present

- Designing marketing assets such as website banners and graphics, social and display ads, pinterest pins, postcards, etc.
- Maintain website visuals and design custom e-commerce pages on shopify to improve functionality, SEO, customer use, and product knowledge.
- Design and schedule marketing emails and automated emails.
- Help maintain, schedule, and create engaging visual content across KMM social media channels

### Emmbecks

Blogger & Content Creator | March 2017 — May 2021

- Create and establish personal brand as a NYC blogger and influencer
- Design and build custom website on wordpress
- Create original and engaging fashion & lifestyle based content for social media channels and blog
- Work with brands such as Aveeno, Neutrogena, Old Navy, Yesto, Hallmark and Tampax as an influencer and content creator to establish brand and product awareness among my followers

### T-Shirt Graphics

Graphic Designer | Design Intern

May 2016 — September 2017 | Summer 2015

- Customer Service
- Responsive website design
- Custom apparel design for screen printing and embroidery.
- Social media management

## SKILLS

### Design

art direction	video editing
branding	concept development
email design	content creation
marketing design	social media management
website design	digital photography

### Software

Adobe Illustrator	Shopify
Adobe Photoshop	Wordpress
Adobe Premiere Pro	HTML   CSS
Adobe Premiere Rush	Microsoft Office
Adobe After Effects	