

Ellie Plotkin

Senior Graphic Designer



CONTACT

- ☎ 314.757.7340
- ✉ ellieplotkinart@yahoo.com
- 🌐 ellieplotkindesign.com
- 📷 @ellieplotkin

PERSONAL SKILLS

- Creativity
- Computer proficiency
- Leadership experience
- Communication skills
- People skills
- Collaboration
- Problem-solving
- Adaptability
- Attention to detail
- Customer service
- Multitasking
- Time management
- Project management
- Research skills
- Software proficiency
- SEO

Personal Profile

I am a senior graphic designer with 5 years of experience in graphic design.

Work Experience

SENIOR GRAPHIC DESIGNER

Behind The Shutter | Oct 2018 - present

- I was a part of a team of 4 people who put together one of the top photography conferences in the world. With over 2,000 attendees my role was to create new branding every year, create all printed material for the event including Xbanners, Ceiling signs, Street signs, Cards, Brochures, Magazines, Stickers, etc, I was also responsible for creating all the social media posts, emails, and merch for the event. Not graphic related but for this event, I was also in charge of the modeling program. This program had over 300 models in which I was responsible for approving, creating the schedule, managing the hair and makeup team, model education program (I created from scratch) etc. No job was too small for this event.

- The owner of this company also owned a creative agency where I and one other designer were in charge of creating campaigns for multiple different kinds of businesses. In the campaign process we would develop a plan for the campaign, create 15 social media posts (5 horizontal, 5 square, 5 stories) we would also create email sequences which usually would range from 5-10 different emails. After each campaign, we were in charge of creating reports which would give each client leads, impressions, unique link clicks, reach, CTR, etc.

- I was the sole designer for the monthly magazine (Shutter Magazine) which had over 180,000 subscribers. Each month I was responsible for finding 10-15 writers, storyboarding, designing the entire magazine from cover to cover, creating ads for vendors in the magazine, and exporting the magazine for both digital and print. When the magazine was done I would create social media posts, emails to promote the magazine, upload the magazine and link it all digitally. I would then embed the magazine on the site to a gated page for my previous employer to collect email addresses. When I was the designer for this role the magazine won multiple awards all from the Great Lake Graphics Association. Best of Show - First runner-up, Best of Category, and Best of Division 2 years in a row.

- The owner of this company also owned a business education company where I created the graphics for presentations but I also got to teach courses on social media best practices, and how to create successful reels for Instagram. As a part of my job, I would create a reel every day for my boss who would get up to 10,000 views and growth to his account.

- As a part of this job I got to travel the world. I went to places like Iceland and Italy doing high fashion photoshoots in Villas and Venice. I learned a lot about how other cultures work and doing work in other countries.

ASSISTANT MANAGER

Mcdonalds | May 2013 - Oct 2018

- Leadership.
- Project management.
- Planning
- Delegation.
- Coaching.

Ellie Plotkin

Senior Graphic Designer



CONTACT

- ☎ 314.757.7340
- ✉ ellieplotkinart@yahoo.com
- 🌐 ellieplotkindesign.com
- 📷 @ellieplotkin

PERSONAL SKILLS

- Creativity
- Computer proficiency
- Leadership experience
- Communication skills
- People skills
- Collaboration
- Problem-solving
- Adaptability
- Attention to detail
- Customer service
- Multitasking
- Time management
- Project management
- Research skills
- Software proficiency
- SEO

Education

ASSOCIATE DEGREE IN GRAPHIC DESIGN

East Central College | 2016-2018

ASSOCIATE DEGREE IN MULTIMEDIA

East Central College | 2016-2018

- Deans List
- Phi Theta Kappa - National Honor Society
- Honors

Professional Development

ADOBE MAX

2018-2021

Skills & Expertise

- Graphic Design
- Branding
- Typography
- Photography
- Filming
- Adobe Indesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe Creative Suite
- Layout Design
- Web Design
- Adobe Acrobat
- Social Media Management
- Illustration
- Video Editing
- Logo design
- Figma
- Digital art
- Marketing

Portfolio

ELLIEPLOTKINDESIGN.COM/PORTFOLIO