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**emily wayland**

Social Media Marketer. Artist. Designer. Photographer.

**f** /emilywaylandart

**ig** @weirdgardenerd

**in** /emilybee

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## PROFESSIONAL EXPERIENCE

### MARKETING ART COORDINATOR

2018-present | *The Madison Concourse Hotel and Governors Club*  
Concepting, producing and editing photos and videos to be used across various channels. Designing various online, digital advertising. Graphic production of menus and print ads. Concepting, designing and production management of on-premise materials including in-room collateral, signage, electronic reader board, handouts and table tents. Concepting, designing and production management of sales and wedding collateral. Conduct industry and market research. Manage social media channels for the hotel and assist other properties.

### GRAPHIC DESIGNER

2017-2018 | *Discover Mediaworks*  
Responsible for the creative direction and execution of assigned client and internal projects as well as new business proposal opportunities. Responsibilities include envisioning and creating effective and compelling campaigns designed to fulfill strategic communications objectives and drive action.

### DIGITAL DESIGNER & PHOTOGRAPHER

2016-2017 | *Ideas that Evoke*  
Created graphics, illustrations, and photography for use on social media platforms, web, and print. Collaborated with a team of designers and account personnel, communicated with and received feedback from clients. Awarded an internal company award for excellence in leadership and high-quality work.

### GRAPHIC DESIGNER, ILLUSTRATOR, PHOTOGRAPHER

2010-PRESENT | *Freelance*  
Provide services in lifestyle portraiture, wedding photography, event photography, product photography as well as custom graphic design services such as brand identity design, publication design, illustration, and social media consulting.

## EDUCATION

### CONTINUED STUDIES CERTIFICATE

2012-2015 | *University of Wisconsin-Madison*  
Studied Graphic Design as a University Special Student. Member of the AIGA UW-Madison Chapter. Developed a beer brand, label and packaging for Campus Craft Brewery: a collaboration between UW Food Science and Wisconsin Brewing.

### BACHELOR OF ARTS

2005-2010 | *University of Wisconsin-Green Bay*  
Received a BA in Photography, minored in Graphic Design. President of the student organization Art Agency.

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## SKILLS AND PROFICIENCIES

- Adobe Creative Cloud
- Digital Photography & Video
- Animation & Motion Graphics
- Digital and Social Media Design
- Brand Identity Design
- Print and Packaging Design
- Microsoft Office
- Apple Macintosh Systems & Microsoft Windows
- Web Layout
- Email Marketing
- Social Media Marketing
- Leadership and Management
- Ambitious and Reliable
- Team Player
- Creative and Imaginative

## INTERESTS

- Gardening
- Hiking
- Raising butterflies
- Singing
- Nature photography
- Drawing and painting
- Paranormal investigation