

# Emily Lê

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## EDUCATION

**Master of Digital Media**, Ryerson University, *Toronto, Ontario, Canada*  
**Bachelor of Fine Art (Electronic Art)**, Colorado State University, *Fort Collins, Colorado, USA*

## WORK EXPERIENCE

**Freelance Graphic Designer**, @emilybhle.art/EBHL LLC | *August 2020 - PRESENT*

- Collaborates with clients on their vision to execute full print and digital collateral including logos, style guides, social media content, marketing strategy, posters, editorial content, presentation deck templates and more
- Clients include: NDM Hospitality, Margaritaville Resort Orlando, Rentyl Resorts, and the Themed Entertainment Association

**Digital Media Specialist**, Big Break Foundation (contract) | *December 2020 - April 2021*

- Assisted in the launch of a 501(c)3 non-profit with a mission to expand diversity and inclusion efforts within the location-based experience industry
- Led creation of expanding existing branding and graphics for print and digital communication collateral utilizing a keen eye for detail
- Collaborated closely with Executive Council and Directors to ensure clear, consistent messaging on all platforms
- Organized material for scheduled meetings, keeping track of revisions and team needs

**Graphic Designer**, Private Label Express (contract) | *September 2020 - April 2021*

- Created marketing material for 40+ posts a month on social media (Instagram, Twitter, LinkedIn) focusing on communicating the company mission, typography design, product highlights, and more
- Generated new, engaging graphic solutions through brainstorming with Marketing team to create social, digital, print, and web collateral

**Communications Coordinator**, Branch Out Theatre | *February 2020 - August 2020*

- Supported audience relationship and retention through proactive community outreach and correspondence via e-mail and social platforms
- Designed visual assets and wrote original copy for promotional social media content, prioritizing SEO and KPI's such as event registration and engagement
- Maintained and updated theatre's website, schedule, photos and videos through Wordpress

## RELATED ACTIVITIES

**Marketing Strategist**, Themed Experience TV | *November 2020 - June 2021*

- Created a marketing campaign to prepare for initial launch which generated over 100 followers on social media channels within the first 7 days
- Maintains social media channels and creates content from visuals to captions

**Video Editor**, Joe Biden for President | *August 2020 - September 2020*

- Edited source footage to create 60 second videos for the #AskUsAnything2020 Instagram campaign utilizing specifications to ensure consistent messaging and branding

## SKILLS

Keynote	Adobe Creative Suite		
HTML/CSS	Illustrator	Premiere	InDesign
DSLR Experience	Photoshop	Adobe XD	After Effects

## MEMBERSHIP

**Member**, Slice Creative Network  
**Member**, Harriet B's Daughters  
**Next Gen Member**, Themed Entertainment Assoc.  
**Member (Alum)**, Ryerson Thrill Club