


Elizabeth Dresen

DIGITAL MARKETING & GRAPHIC DESIGN

CONTACT

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SOFTWARE SKILLS

WordPress | HTML & CSS

Google Analytics

Adobe InDesign

Adobe Illustrator

Microsoft Office Suite

Trello

CERTIFICATIONS

Web Design

Google Power Search

Google Analytics for Beginners

HubSpot Inbound Marketing

HubSpot Social Media

HubSpot Email Marketing

HubSpot Content Marketing

Yoast SEO

WORK HISTORY

UNIVERSAL CARE WORKER

Morrow Home Community

Oct 2021-Present | Sparta, WI

SHIFT MANAGER & PRODUCE

Hansen's IGA

May 2014-Oct 2021 | Sparta, WI

EDUCATION

DIGITAL MARKETING

Associate of Applied Science - AAS

Western Technical College

2021-2023 | La Crosse, WI

Related Coursework:

- Market Research
- E-Commerce
- Integrated Marketing
- SEO & Marketing Analytics
- Social Media Strategies
- Content & Copywriting

GRAPHIC DESIGN

Associate of Applied Science - AAS

Western Technical College

2017-2019 | La Crosse, WI

RELATED WORK EXPERIENCE

GRAPHIC DESIGNER

La Crosse Area Family YMCA

Jan 2019 - Aug 2021 | La Crosse, WI

- Created marketing and promotional materials for various events
- Created multiple advertisements for the local newspaper
- Collaborated with a team of 8 while creating materials for Dinner Table Resilience
- Managed and developed webpage for Dinner Table Resilience materials
- Created a social media toolkit with various social media templates for local business use

SKILLS

- Understanding of keyword research & SEO analytics
- Thrives in a fast-paced work environment
- Eager to learn emerging trends in digital marketing
- Proven ability to compose content marketing materials
- Strives to learn new tools and knowledge
- Ability to take initiative and problem solve