

Elaine Roberson

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Creative marketing professional with five years of experience managing communications, strategy, and design initiatives for Texas Tech University's largest fundraising event, \$1 billion dollar capital campaign, and growing social media presence. Skilled in research, strategic planning, project coordination, and creative problem-solving, with a strong attention to detail and commitment to providing exceptional customer service.

WORK EXPERIENCE

Assistant Director of Design & Communications at Texas Tech Office of Advancement

September 2021 - Present

- Launched Texas Tech's first Day of Giving fundraising campaign by developing its brand identity, marketing strategy, social media campaign and supporting the execution of the on-campus event which resulted in over \$340,000 raised in 32 hours, scaling to over \$860,000 by the fourth year.
- Support execution of the multi-channel marketing and communications strategy for Texas Tech's \$1 billion capital campaign.
- Built organizational documents and optimization systems using project management software for projects, campaigns, and more, improving outcome effectiveness and deadline adherence.
- Design, copywrite, and produce print and digital marketing collateral, social media content, impact reports, and proposals for gifts up to \$1 million using Adobe Creative Suite.
- Manage social media strategy, including content planning, audience research, and performance analytics to drive engagement and increase awareness.
- Coordinate communications between Internal and external teams to execute campaign initiatives, major gift announcements, and more.
- Plan, direct, and edit photo and video shoots.

Cashier at Chipotle Mexican Grill

July 2020 - September 2021

- Work in fast-paced environment to provide customer service and food service for guests.
- Responsible for daily cleaning, food prep, and POS cash register.
- Wash dishes and store food in designated areas while adhering to wrapping and dating guidelines.

Advertising Specialist at Veteran's AC & Heating

January 2019 - August 2019

- Create advertising materials for print and web using Adobe InDesign, Illustrator, Photoshop, and Premiere.
- Develop website re-design using CSS and HTML.
- Photograph employees for ad and website use.
- Perform office duties including data entry into QuickBooks.
- Act as assistant to the owner and office manager.

EDUCATION

Bachelor of Arts in Advertising, Minor in Creative Media Industries

Texas Tech University, Lubbock, TX

December 2020, Cum Laude

SKILLS

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|---------------------|--------------------|-----------------|----------------------|
| • Adobe Illustrator | • Microsoft Office | • Photography | • Event planning |
| • Adobe InDesign | • HTML | • Videography | • Project management |
| • Adobe Lightroom | • Copywriting | • Data analysis | • Customer relations |