

ELIZABETH ROMANO



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EXPERIENCE

ART DIRECTOR | TPN

Chicago, IL / September 2019 - Present

LEAD GRAPHIC DESIGNER | TRESSLER LLP

Chicago, IL / January 2019 - September 2019

- Develop and maintain design standards that ensure content is consistent with respective brand voice, style, and tone across platforms
- Design and maintain the company website and email marketing
- Create branding for marketing materials, social media, presentation design, and events
- Conceptualize skills for large scale projects, an eye for branded design, layout and typography

CONSULTANT | LIMITLESS INNOVATIONS

McHenry, IL / September 2018 - December 2018

- Created and executed social media strategy through competitive research, platform determination and audience identification
- Generated, edited, published and shared daily content that built meaningful connections and encouraged community members to take action
- Researched and gathered data to develop well-informed strategic plans

MARKETING CREATIVE ASSISTANT | TRESSLER LLP

Chicago, IL / May 2017 - December 2018

- Designed high-quality visually compelling logos, brochures, event invitations, posters, presentations, social post and branding design
- Created marketing material, newsletters, client surveys and RFP designs
- Updated media list, created press releases and pitched to the media
- Assisted in company event planning
- Conducted client research

CREATIVE INTERN AT LEO BURNETT | THE ONE CLUB FOR CREATIVITY

Chicago, IL / Spring 2017 / Kraft Foods

- Collaborated with a team to create a strategy to develop a digital campaign
- Designed various creative advertisements
- Organized presentation to pitch creative idea to client

SOCIAL MEDIA INTERN | BCV

Chicago, IL / January 2017 - March 2017

- Created influencer following and engagement strategies
- Discovered social media influencers and pitch to management
- Created content calendars
- Planned, wrote and created social media content

GRAPHIC DESIGNER INTERN | KEEP ON KEEPING ON FOUNDATION

Chicago, IL / June 2016 - October 2016

- Designed various print, digital and marketing material for the 40 Day Challenge Campaign



EDUCATION

MASTER OF ARTS

Public Relations & Advertising
DePaul University, Chicago
September 2016 - June 2018

BACHELOR OF ARTS

Public Relations / Art & Digital Design
Loras College, Dubuque
August 2012 - May 2016



SKILLS

- Adobe Creative Suite
- Crimson Hexagon
- Meltwater
- SPSS
- HootSuite
- MailChimp



INVOLVEMENT

MEMBER | PUBLIC RELATIONS SOLUTIONS

Dubuque, IA / August 2015 - May 2016

VP OF PUBLIC RELATIONS AND RECRUITMENT | ASA

Dubuque, IA / December 2014 - January 2016

- Increased membership by 20% in spring of 2015
- Increased membership by 35% in fall 2015
- Planned, organized and coordinated recruitment
- Designed marketing material to advertise events
- Created social media content for events

SECRETARY | ALPHA SIGMA ALPHA

Dubuque, IA / December 2013 - December 2014



ACHIEVEMENTS

MEMBER | GOLDEN KEY INTERNATIONAL HONOUR SOCIETY

Chicago, IL / December 2017 - Present

WINNER | THE ONE CLUB BOOTCAMP

Chicago, IL / March 2017

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