

ISABEL ANDERSON

Digital Designer



CONTACT

EMAIL

hello@isabelandersonportfolio.com

WEBSITE

isabelandersonportfolio.com

PHONE NUMBER

623.764.8574

SKILLS

ADOBE CREATIVE CLOUD

- Logo development
- Branding
- Iconography
- Typography
- Prototyping
- HTML, CSS, PHP
- Website design

MICROSOFT OFFICE

- Email marketing
- Email design
- Email analytics
- Press releases
- Deck slides
- Animated slides
- Data visualization

PRESS RELEASE FEATURES

- The New York Times
- The Washington Post
- Forbes
- MSN
- NBC

SOCIAL MEDIA

- Analytic tracking
- Engaging content curation
- Knowledge of TikTok, Instagram, Facebook, LinkedIn, & Twitter

EDUCATION

Grand Canyon University

B.A. Digital Design

August 2018 - December 2022

Core Classes

UX Design, Coding, Typography, Web Design, Graphic Design

EXPERIENCE

Canyon Creative

Art Director

April 2022 - PRESENT

- Create collateral designs including shirt designs, stickers, bracelets, and conceptualize building wall art
- Aid in social media marketing and graphics
- Meet with clients to turn vision into digital assets
- Work with direction of Director to facilitate communication for student led design agency, Canyon Creative

OH Predictive Insights - Internship

PR & Digital Communications Intern

August 2021 - December 2021

- Social media management, planning, and digital content curation
- CRM management for clients and press / reporters in Hubspot
- PR assistance - drafting & copy editing press releases
- Earned media and press release features tracking using Cision
- Marketing (emails, outreach, campaigns)
- Analytics tracking for Twitter social engagement / impressions

Briana Lee Photography - Internship

Social Media & PR Intern

December 2020 - August 2021

- Social media management and digital content curation
- Website digital content and updates using Squarespace
- Website enhancement cleaning up SEO on CMS
- Social analytics tracking using Instagram
- Brand partnership outreach and awareness
- Marketing for emails and collaborations
- Creative copywriting social posts and stories

Love Shack Fancy - Freelance

PR & Influencer Marketing Freelance Project

December 2020

- Influencer marketing, collaborations, event planning and prep for digital marketing
- Curate list of influencers to work with for collaboration
- Curate list of vendors to collaborate with for event promotion
- Digital curation of mood board to show brand awareness
- Work with direction of PR head to generate preparation