



# Emily Purcell

## experience

### **South Carolina Department of Revenue Digital Media Coordinator**

*May 2017–present*

- Produced collateral, including social media graphics, user guides, fact sheets, mail inserts, posters and corresponding website content, for various external campaigns
- Developed standalone graphics for social media to support a friendly and cohesive brand
- Supported an agency intranet redesign through assisting content collectors with layout, creating a style guide and reviewing for consistency; creating promotional and educational materials including posters, email headers, a preview webpage and user guide
- Managed and maintained website content for timeliness and accuracy and updated page layouts for style and function
- Designed letterhead and presentation templates for agency-wide use

### **Octagon Solutions Designer**

*September 2016–May 2017*

- Conceptualized and executed logos, print marketing collateral and social, web and email graphics for a wide client base
- Developed content and layout for webpages
- Assisted in photo shoots and edited photo and video
- Supported community relations and recruited clients

### **University of South Carolina Study Abroad Office Marketing & Graphic Design Assistant**

*April 2016–May 2017*

- Created print and electronic publications, including guides, reports and marketing pieces, for internal and external audiences
- Developed branding packages and designed marketing campaigns unique to the office, while following university branding guidelines
- Managed social media accounts, increasing Instagram followers by 213% in one year
- Collaborated with Marketing & Recruitment Coordinator to develop a comprehensive outreach plan to increase overall campus awareness of study abroad programs
- Wrote press releases, published online

### **Marketing & Graphic Design Intern**

*January–April 2016*

### **Public and Media Relations Intern City of Columbia**

*September 2015–December 2015*

- Designed promotional materials for events and projects, distributed in print and online
- Created reusable templates to create a cohesive marketing strategy
- Reviewed web pages for design and content

## education

### **University of South Carolina, Columbia, South Carolina**

Bachelor of Arts in Journalism and Mass Communication, May 2016

Major: Visual Communications, Minor: Studio Art-Graphic Design

Honors College, Magna Cum Laude, GPA: 3.96

### **Florence University of the Arts, Florence, Italy**

Spring 2015