

emily helton

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Aramark

Regional Graphic Designer, August 2017 - Present

- Design marketing materials for digital, social media, and physical advertising to increase ROI and promote meal plan sales and events for over 25 colleges and universities throughout the Higher Education East Region.
- Create and manage signage and other designs to support field marketing efforts with the Harvest Table Culinary Group, a premium division of Aramark Higher Education.
- Support retail marketing goals by designing various pieces of collateral that uphold individual brand standards with brands such as Starbucks and Chick-fil-A.

ylimedesigns

Freelance Designer, August 2014 - Present

- Created recruiting and social media graphics for UNC Women's Basketball, a NCAA Division I team, to encourage top players to attend the program.
- Designed 16-page annual report for the Emily Krzyzewski Center, a 501(c)(3) nonprofit in Durham, NC.
- Created all content for original Instagram campaign, #letteringjonas, with a total of 12,720 likes, 449 comments, and 2,618 shares on 44 posts.
- Developed a variety of projects for numerous clients, including logos, invitations, merchandise, and other designs.

UNC Office of University Development

Graphic Design Intern, May 2014 - May 2017

Heelraisers Student Giving Council President, April 2016 - May 2017

- Created logos, infographics, and other promotional graphics for use in alumni campaigns across email and social.
- Designed direct mailing including "tech tags" (stickers) sent to 10,814 young alumni, raising \$2,205.08.

Carolina For The Kids (UNC Dance Marathon)

Fundraising Projects Chair, April 2016 - April 2017

Graphic Design Subchair, September 2014 - April 2016

- Designed t-shirts and other merchandise to help raise over \$400,000 for UNC Children's Hospital.
- Organized and executed For(mal) The Kids cocktail event, which had over 250 attendees and raised over \$1,500.
- Created graphics for social media to promote events hosted by organization.
- Created content for December 2015 #31daysCFTK social media campaign using organic elements and photos.

Victory Junction

Graphic Design Marketing Intern, May 2016 - August 2016

- Assisted with rebranding annual 5K/10K Run to Victory, including new logo, print promotional materials, sponsorship packet and t-shirts.
- Updated organization website using Wordpress, including Run to Victory pages, blog, and online store.

The Daily Tar Heel

Assistant Design Editor, January - December 2014

Senior Designer, January - May 2015

- Designed page layouts and created infographics for the student-run newspaper (circulation 17,000).

Education

University of North Carolina at Chapel Hill
B.A. Journalism, Editing & Graphic Design

Skills

Illustrator • Photoshop • InDesign • Social Media
After Effects • Premiere Pro • Procreate • Wordpress

Connect

[linkedin.com/in/ekhelton](https://www.linkedin.com/in/ekhelton)

