

# ELIZA FRY

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## EDUCATION

Indiana University, Bloomington, IN  
Major: BA in Media Advertising  
Concentration: Creative Advertising, Graphic Design  
GPA: 3.9/4.0

## CONTACT

Address: Bloomington, IN  
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Portfolio: elizafry.com

## ADVERTISING & DESIGN

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*Bloomington, IN  
Jan 2022 - Present*

### **TEN31 Marketing Agency, Creative Advertising Intern**

- Manage the work for multiple clients at once with an understanding of their individual brand voice for creation of advertising materials.
- Uncover insights that both enhance the work the agency does for clients and contribute to the achievement of clients' goals.
- Conceptualize, craft and deliver compelling creative ideas for both traditional and digital media.

*Bloomington, IN  
Aug 2021 - Dec 2021*

### **Agency 7, Art Director**

- Developed creative briefs and marketing strategies based on primary research, secondary research, and defined advertising objectives.
- Collaborated with copywriters, videographers, and other team members to develop ad campaigns for local and national clients.
- Designed visual ideas to enhance effectiveness of the creative execution.

*Kokomo, IN  
May 2019 - Dec 2021*

### **First Farmers Bank & Trust, Graphic Design and Marketing Intern**

- Assisted and advised department on competitive marketplace by researching ads of competitors in the same region.
- Produced advertising and sales materials to be distributed among social media platforms.
- Created 3-4 videos a year using premiere pro and designed numerous graphics using illustrator and photoshop to be used for internal and external marketing purposes.
- Analyzed successfulness of ads and engagement on social media using data analytics.

*Seymour, IN  
June 2021 - Aug 2021*

### **Lakeview Ministries, Media Director**

- Captured 500+ photos per day of daily activities and made images available for parents each night.
- Created social media content to promote the summer camp program on a daily basis.
- Filmed a total of 2+ hours of video per week of daily activities.
- Produced recap videos of each week using photo and video materials that were taken.

## CERTIFICATES

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### **ADOBE Photoshop - 4 years**

- Indiana University UITS Photoshop Design Training Certificate
- LinkedIn skill badge for testing in the top 30% of users about Photoshop knowledge

### **ADOBE Illustrator - 3 years**

- Indiana University UITS Photoshop Design Training Certificate

### **ADOBE InDesign - 3 years**

- Indiana University UITS Photoshop Design Training Certificate

## SKILLS & INTERESTS

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• Letterpress printing • Illustration • Strong communication • Active listener • Good time management • Detail-oriented