

elizabeth a. ward Social Media and Brand Management Professional

liz@elizabethaward.com / www.elizabethaward.com / c: 347.497.2036 / Los Angeles & New York

Education: MFA in Photography, 2012, The School of Visual Arts New York, NY
BFA in Photography 2005, The School of Visual Arts New York, NY
AAS in Fashion Design, Fashion Institute of Technology New York, NY

Judy Casey, Inc New York, NY 2015-2016

Art Department Associate and Social Media Manager
Created, designed, managed all social media platforms
Grew followers from 1,000 to 2500 + through targeted postings
Managed Artist portfolios and website
Created and managed marketing for all of our artists

Apple, Inc. Huntington, NY 2014-2016

Full Time Red Zone Specialist, and Mentor
Reached, exceeded, and maintained sales goals
Consistently in top % for sales and business introductions
Helped train and mentor new hires
Assisted the Business team in securing new clients and large sales

MediaCom New York, NY 2012-2013

Digital Assistant Media Planner for Volkswagen USA www.Mediacom.com
Managed National Campaigns including all Sports Marketing initiatives for VW Created and maintained relationships between vendors and client
Trafficked flash, static, and rich media creatives
Coordinated development and approval of digital creative between the client and vendor

BOX Creative, LLC New York, NY 2007-2011

Social Media Manager and Executive Assistant to CEO www.BOX.biz
Created BOX's online presence and Social Media brand identity
Built loyal fan base from 1 to several thousands
Managed and ran the office on a daily basis
Built and maintained client and vendor relationships
Oversaw and coordinated all company events and projects

5Boro NYC New York, NY 2002-2007, 2008-2013

Social Media Manager and Executive Assistant to CEO www.5Boro.com
Created 5Boro's brand identity online across all emerging Social Media platforms
Created and managed their online fan base from 1 to currently 49.9k followers
Managed and ran the office on a daily basis including scheduling and office tasks
Secured permits for Skateboarding events with the City Parks Association
Delegated projects to interns and oversaw their progress
Promoted the brand online through targeted social media posts

OSX expert and PC proficient. Experienced in Social Media, Adobe Creative Suite, and Microsoft Office

Creative mind (mildly) obsessed with tech, style, design, the color **red**, and NY Sports.
Proof that good things come in small packages!