

# Elizabeth Keri

Marketing and Communications Professional  
For samples of my work, visit [www.elizabethkeri.com](http://www.elizabethkeri.com)

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## EXPERIENCE

### Marketing and Communications Manager

Hospice and Palliative Care of Greensboro | Greensboro, NC  
September 2017 – Present

Annually develop and direct community-focused marketing campaigns that proactively support the organization's marketing, outreach and fundraising initiatives.

Oversee creation of all public communications for HPCG, developing materials including press releases, newsletters, web copy, the agency's blog and email campaigns.

Design brochures, advertisements, newsletters, flyers, postcards, mail solicitations, posters and digital graphics.

Manage and create content for agency's social media accounts, including Facebook, Twitter, LinkedIn, Pinterest and Flickr.

Manage both organic and paid promotions, including pay-per-click ads, Google Adwords and boosted posts.

Proactively implement website developments (design, SEO strategies and page content) to improve user experience.

Supervise, hire, train and delegate tasks to Communications Specialist.

### Communications Specialist

Hospice and Palliative Care of Greensboro | Greensboro, NC  
February 2015 – September 2017

Performed all graphic design (brochures, flyers, digital graphics, etc.) for agency using Adobe Creative Suite.

Managed HPCG's website through WordPress.

Oversaw all agency social media activities, including Facebook, Twitter, Pinterest, Google+ and LinkedIn.

Wrote articles for agency's newsletter and regular posts for the Caregiver's Blog.

## SKILLS

Graphic Design |  
Adobe Creative Suite

Web Content Management  
and Design | WordPress |  
HTML/CSS

Email Marketing

Social Media Marketing

Writing and Editing |  
AP Style

Brand Management

Google Analytics and Key  
Performance Indicators

Teaching

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### **Writer and Editor**

University of Cincinnati's Department of Biomedical, Chemical and Environmental Engineering | Cincinnati, OH  
May 2013 – December 2014

Wrote and designed articles, newsletters, and web copy to attract new students to Biomedical, Chemical and Environmental Engineering and improve departmental communication.

### **Teaching Assistant**

University of Cincinnati's English Department | Cincinnati, OH  
August 2012 – May 2014

Taught four sections of ENGL 4091: Writing for Business while completing my master's degree. Students were primarily juniors and seniors in the College of Business.

### **Writing Advisor**

Wittenberg University Writing Center | Springfield, OH  
August 2009 – May 2012

Tutored students of varying skill levels on their writing, including discourse across a variety of disciplines and genres.

### **EDUCATION**

#### **Master of Arts, Professional Writing (English Department)**

University of Cincinnati | Cincinnati, OH  
August 2012 – May 2014

GPA: 4.0 / 4.0

Related Coursework: Web Design, Graphic Design, Editing, Reports and Proposals, Professional and Technical Writing

#### **Bachelor of Arts, English Literature**

Wittenberg University | Springfield, OH  
August 2008 – May 2012  
Minors in Creative Writing and Women's Studies

GPA: 3.9 / 4.0, Graduated Summa Cum Laude with University and Departmental Honors

Senior Honors Thesis: "'That Visionary Hollow': Women as Mirrors in *Jane Eyre* and *Wide Sargasso Sea*"

### **AWARDS**

**Professional Writing Prize** (\$100) for a sample of professional writing, University of Cincinnati, 2014.

**Hatfield-Westheimer Short Story Prize** (\$500) for "Flash," Univ. of Cincinnati, 2014.

**Writing Fellowship** (\$6,000) to assist English 101 classes, Wittenberg University, 2011-2012.

**Student Research Grant** (\$2,500) to craft a young adult historical fiction novel, Witt. Univ. 2011.

**English Department Prize**, awarded to one graduating English major, Wittenberg Univ., 2012.

**Creativity Award** (\$200) for a collection of written and artistic work, Wittenberg Univ., 2012.

References available upon request.