

# Liza Mittelman

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Portfolio: lizabydesignco.com

## EDUCATION

Appalachian State University (ASU), Boone, NC

### Bachelor of Science

May 2024

Major: Advertising (creative emphasis)

Minor: Studio Art

Cum Laude

## RELEVANT EXPERIENCE

Second Story Media, Boone, NC

### Director of Graphic Design

Fall 2023

- Worked as a team and used the Adobe suite of products to create graphics, logos, and other advertisements for local small businesses and nonprofits

### Creative Director

Spring 2024

- Oversaw and approved all creative work done within the firm in order to produce the best deliverable possible to the clients.

Liza By Design Co., Winston Salem, NC

### Business Owner

December 2020- Present

- Posted online ads via social media to elicit customer commissions for personalized hand painted ornaments and pet portraits.
- Painted over 200 commissioned pieces for the enjoyment of my customers.

ASU Property Investors, Boone, NC

### Advertiser

October 2020- January 2023

- Created advertisements, posted listings, and leveraged social media tools in order to attract tenants for a rental company in Boone.
- Interacted with prospective tenants, responded to their inquiries, and relayed information to the property owners.

## INVOLVEMENT

Two Cities Church

### Member

July 2024- Present

Youth Group Leader, Two Cities Church

### Volunteer

August 2024- Present

## SKILLS

- Proficient in using Adobe Photoshop, Adobe Illustrator, and Adobe InDesign.
- Capable of using a Canon EOS Rebel T5i and other cameras.

## RELEVANT COURSES

- Introduction to Graphic Design
- Digital Imaging
- Introduction to Media Publishing
- Public Relations Campaigns