

- ELIZABETH HORNICK -

CONTACT DETAILS

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EDUCATION

UNIVERSITY OF NORTH CAROLINA- CHAPEL HILL

Hussman School of Journalism & Media, May 2021

- Focus in Advertising & Public Relations
- Interpersonal Communication major
- Women's and Gender Studies minor

CORE SKILLS

Typography ★★★★★☆☆

Canva ★★★★★☆☆

Wordpress ★★★★★☆☆

Adobe Premiere ★★★★★☆☆

SOCIAL MEDIA

LinkedIn: [Elizabeth Hornick](#)

Instagram: [@liz_hornick](#)

Twitter: [@liz_hornick](#)

Facebook: [/elizabeth.a.hornick](#)

EXTRA CURRICULAR

National Student Advertising Competition

Art Direction & Presentation Design

Marketing Internship

TSE Entertainment

Jump Ahead

HR & Communications

Carolina Jump Rope Club

Social Media Executive Chair

Carolina for the Kids

Morale & Recruitment

EXPERIENCE

ART DIRECTOR

Tinder, October - Present

- Brainstormed with a small group to develop the creative brief to fit Tinder's campaign goals
- Collaborated daily with a copywriter to produce several potential campaign concepts by the scheduled deadline
- Created and styled all deliverables for each concept my partner and I produced
- Designed presentation slides and pitched the concepts to the entire team
- Gave and received feedback on all creative assets
- Applied feedback to the designs to improve ideas going forward
- Selected as a member of the presentation team to help design and produce the final pitch once the campaign is complete
- First time my designs were picked for a campaign concept (I blushed)

DESIGNER

Creative Advertising, August - November 2020

- Designed campaign deliverables for a variety of clients including Tinder, Lenovo, Crest & Motel 6
- Developed unique assets based on a creative brief to target a specific market
- Worked with a team to produce a campaign in its entirety: creative brief, art direction, copywriting, real-world mockups, presentation design & final pitch
- Utilized Canva to originate all creative assets and campaign deliverables
- Gained significant knowledge in art direction, copywriting & typography
- Zoom backgrounds gave away my art direction aspirations before I opened my mouth

SOCIAL MARKETING STRATEGIST

Orange County Health Dept, August - November 2020

- Worked with the Orange County Health Department (OCHD) to create a social marketing campaign targeting college students to adopt COVID-19 risk reduction strategies
- Conducted a SWOT analysis to determine the target audience and campaign goals
- Interviewed members of the target demographic to find the most effective messaging to use to accomplish the campaign goals
- Designed a branding guide for the OCHD featuring colors, fonts, tone * logos to strengthen brand identity and increase brand awareness
- Created 5 unique graphics formatted for different outlets (physical posters, Instagram, sponsored Facebook ads, website infographic)
- Learned that social marketing does not necessarily mean social *media* marketing

DISNEY COLLEGE INTERN

The Walt Disney Company, May - August 2019

- Completed Disney courses and workshops including Disney Park Communications, Disney Leadership 101 & Disney Networking seminar
- Recognized by leaders and peers for demonstrating traits of safety, courtesy, show & efficiency with Four Keys Cards
- Delivered exemplary guest service to thousands of guests per day in 1 of 19 resorts operated by a Fortune 100 Company
- Executed the closing procedures at Centertown Market at Disney's Caribbean Beach Resort
- Implemented proper procedures and safety precautions when working in an industrial kitchen
- Rode every ride in all 4 theme parks (excludes the two scariest ones)