

# WORK HISTORY

## GRAPHIC DESIGNER

Strive  
2024-Present

As a freelance graphic designer at Strive, I guarantee brand consistency for several brands across multiple platforms. Working mainly on promotional web design, online banners, and motion graphics. Juggling several projects at a time is the name of the game.

## JR. ART DIRECTOR

Weber Shandwick  
2022-2024

By collaborating with a talented team, I ensured brand consistency across platforms, for Chevy's Social Media and brands across GM. From storyboarding visuals to reviewing video edits, my role was to shape the brand narrative, elevate content, and maintain brand integrity.

## MARKETING+RETAIL

Peninsulas  
2021-2022

Designing consumer facing messaging, email templates, online banners, and promotional messaging was my responsibility. I also designed and created props for floor layouts and window displays. I managed their social accounts, developed a media plan, and created content.

## AUDIO VISUAL TECH

College for Creative Studies  
2019-2021

I spearheaded the development of organizational processes while also overseeing work studies. In addition, I played a hands-on role in instructing and guiding students on the utilization of photo, video, sound, and lighting equipment.

## MEDIA COORDINATOR

CCS - Student Success Center  
2017-2019

I produced content for their social media and efficiently managed their social accounts, while coordinating events and communications.

## THINGS I DO

- Graphic Design
- Concept Design
- Art Direction
- Content Creation
- Motion Design
- Cross-Platform Integration

## PROGRAMS I KNOW

- Adobe Creative Suite
- Illustrator + Photoshop
- AfterEffects + Premier
- InDesign + XD
- Chat GPT
- MidJourney

## SKILLS I HAVE

- Social Media Management
- Consumer Facing Design
- Brand Stewardship
- Asset Management
- Data Visualization
- Becoming friends with AI

EMILY

BURKE

## ACCOLADES

### BEST IN SHOW - DIGI SCOUTS

American Advertising Awards for Greater Flint  
2021

### SILVER - WHERE'S THE VOLUNTEER

American Advertising Awards for Greater Flint  
2019

## READ THE FINE PRINT

Emily is a weird individual—excessively exuberant, inclusively innovative, and endlessly empathetic.

Her eternal curiosity serves as her driving force, and Emily's thirst for knowledge is never quenched.

## EDUCATION

### COLLEGE FOR CREATIVE STUDIES

Advertisement Design  
BFA . 2021

### MACOMB COMMUNITY COLLEGE

Elementary Education / English

SEND A PIGEON

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