

ELIZABETH MARIE COUDRIET

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EDUCATION

Grady College of Journalism & Mass Communication, University of Georgia, Athens, GA

- Bachelor of Arts in Advertising; GPA for Major 3.88/4.00; Cumulative GPA 3.48/4.00 May 2009
- Statistics Minor
- Globis Study Abroad Program in Verona, Italy. Summer 2007

COMMUNICATIONS EXPERIENCE

Account Services Intern: Rawle Murdy Marketing Communications Firm

Summer 2008

- Researched and compiled a competitive analysis for new business pitch.
- Coordinated with Creative Director and Account Manager to develop creative materials.
- Concepted and wrote 5 email blasts.
- Used online measurement tools and analyzed data to determine effectiveness of online marketing.

New Media and Technology Director: HSBT Student-Run Advertising Agency

Spring 2007 - Present

- Responsible for the design and development of agency's website.
- Create agency infrastructure and construct full-service brand teams from a staff of 80+ students.
- Teach class of 24 students on the basics of HTML and CSS.

Co-Director and Founder: Studio 120 Graphic Design House

Fall 2008 - Present

- Develop and maintain flash based website to garner interest in the new design house.
- Confer with clients to determine objectives, budget, and background information.
- Review and approve art materials, copy materials, and proofs of printed copy developed by staff members.
- Manage 16 accounts and 27 projects, working within budget and scheduling requirements.
- Present final layouts to clients for approval.
- Select and direct 10 students who develop design concepts into art layouts.

Freelance Web Designer: Starline Films

February 2009 - Present

- Front-end website development using HTML, CSS, JavaScript, and Flash.
- Design website for the film studio's screenplay, Beyond Breathing.

Marketing Editor: UGA's Pandora Yearbook

Spring 2006 - Present

- Focus on raising brand awareness and raising yearbook sales.
- Gain event-planning experience by executing 4 promotional events per semester.
- Trained and supervised 4 students in effective marketing practices and project management.

COMPUTER SKILLS

Dreamweaver, Flash, Fireworks, Audacity, Photoshop, Illustrator, PageMaker, InDesign, Paint Shop Pro, Excel, Word, HTML, CSS Code, Power Point, Publisher, JavaScript, Statistical Analysis Software (SAS), File Transfer Protocol.

HONORS AND AWARDS

Dorothy L. Nelms Scholarship, Knights of Columbus Academic Scholarship, Omicron Delta Kappa Leadership Honor Society, UGA Dean's Lists (2 semesters), Grady College Dean's Lists (3 semesters), Presidential Scholar (1 semester), Pandora Yearbook's Outstanding Senior Leader Award.

ACTIVITIES

Sigma Kappa Sorority: Fall 2005 - Present

House Manager: Spring 2007 - Fall 2007

Executive Board: Spring 2007 - Fall 2007

Pandora Yearbook: Fall 2005 - Present

Assistant Marketing Editor: Fall 2006

Writer for Sports Section: Fall 2005 - Spring 2006

VOLUNTEER WORK

Dance Marathon for Children's Miracle Network

Communications Committee: Fall 2006 - Spring 2007

Memory Walk for Alzheimer's Association

Participant: Fall 2005 - Fall 2008