

REMOTE WORKER (U.S.-BASED)
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ELIZABETH KERI

VIEW SAMPLES OF MY WORK AT ELIZABETHKERI.COM

SKILLS

Writing and Editing | AP Style | Graphic Design | Adobe Creative Suite | Brand Management | Web Content Management | WordPress | Email Marketing | Social Media Marketing | Digital Marketing | Pay-Per-Click | Google Ads | Management | Training

EXPERIENCE

Director of Communications – *UNC Greensboro's College of Arts & Sciences* Greensboro, NC *Fully remote position for the past 3 years*

December 2019 - PRESENT

- Direct all strategic communications for the College of Arts & Sciences, the largest of the university's six academic units.
- Disseminate news through the monthly newsletter and online channels.
- Write and distribute press releases around timely research findings, awards, and events.
- Develop digital and print materials including marketing materials, internal messaging, alumni and donor communications, CAS websites, brochures, flyers, postcards, and digital graphics.
- Create content for and manage all CAS social media channels: Instagram, Twitter/X, LinkedIn, and Facebook.
- Manage website (www.cas.uncg.edu) in collaboration with CAS web developer.
- Promote and monitor UNCG brand adherence and consistency across 20+ departments.
- Represent CAS across campus as part of the UNCG community of communications professionals, in partnership with University Communications.
- Hire, train, and supervise digital media and photography interns.

Marketing and Communications Manager – *Hospice and Palliative Care of Greensboro (now AuthoraCare Collective)*

Greensboro, NC

September 2017 - December 2019

- Annually developed and directed community-focused marketing campaigns that proactively support the organization's marketing, outreach and fundraising initiatives.
- Oversaw creation of all public communications for HPCG, developing materials including press releases, newsletters, web copy, social media, the agency's blog and email campaigns.
- Managed both organic and paid promotions, including pay-per-click ads, Google Adwords, boosted posts and retargeting ads.
- Supervised, hired, trained and delegated tasks to one full-time Communications Specialist.

Communications Specialist – *Hospice and Palliative Care of Greensboro (now AuthoraCare Collective)*

Greensboro, NC

February 2015 - September 2017

- Performed all graphic design (brochures, flyers, digital graphics, etc.) for agency using Adobe Creative Suite; Managed website; oversaw all agency social media activities; Wrote stories for agency's blog and newsletter.

Writer and Editor – *University of Cincinnati - College of 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.

Graduate Teaching Assistant – *University of Cincinnati*

Cincinnati, OH

August 2012 - May 2014

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

EDUCATION

M.A., Professional Communication (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

B.A., English – *Wittenberg University*

Springfield, OH

Minors in Creative Writing and Women's Studies

August 2008 - May 2014

GPA 3.9/4.0

Graduated Summa Cum Laude with University and Departmental Honors

References available upon request.

[View my LinkedIn recommendations here.](#)