BetsyHanrahan

Digital Portfolio: dtc-wsuv.org/bhanrahan18/portfolio/
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909 NW 58th Street Vancouver, WA 98663

Education

Bachelor of Arts in Digital Technology and Culture | *Expected Graduation May 2021*
Washington State University, Vancouver, WA
    + GPA: 4.0

Relevant Experience

Marketing Intern | *June 2019 - Present*
Office of Student Involvement at Washington State University, Vancouver, WA
    + Produced swag designs using Adobe Illustrator and managed purchasing and budgeting of swag orders
    + Develop and execute social media campaigns resulting in 20% increase in post engagement

President & Co-founder | *April 2019 - Present*
Digital Design Club at Washington State University Vancouver
    + Spearhead and facilitate club meetings and initiatives including design-a-thons and guest speakers

Graphic & Front End Designer | *May 2019 - August 2019*
Digital Technology and Culture Department at Washington State Univesity, Vancouver, WA
    + Programmed designs for an online open education resource for Digital Technology & Culture 101 course using HTML and CSS
    + Design images and media using the Adobe Creative Suite to aid in student's understanding of course materials

Marketing Intern | *August 2018 - April 2019*
Student Resource Center at Washington State University, Vancouver, WA
    + Create print and digital media using Illustrator and Photoshop to promote over 60 workshops and events over the course of two academic semesters
    + Incorporate photography and videography to social media resulting in 19% increase in followers
    + Manage and execute multiple independent projects to meet office marketing needs

Leadership Experience

Student Ambassador | *April 2019 - Present*
Washington State University, Vancouver, WA
    + Lead tours of up to 30 people, consisting of students, families, and visiting patrons with the intent of recruiting students and providing information about WSUV and its resources
    + Serve as a leader at ROAR Orientation, guiding students through campus activities and connecting them with campus resources and opportunities

Skills

Programs | Adobe Illustrator • Adobe Photoshop • Adobe Premiere • Adobe After Effects • Microsoft Suite • Outlook 365
Technical Skills | HTML • CSS • JavaScript • Search Engine Optimization • Photography • Videography