



# ELIZABETH MELBY

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**EDUCATION**  
HOPE COLLEGE  
BACHELOR OF ARTS  
IN COMMUNICATION



**BEA**  
MICHIGAN  
DOCUMENTARY  
AWARD WINNER



**PORTFOLIO**



## WORK EXPERIENCE

Cutters Studios, Chicago, IL

### Summer Intern

April 2021 - Present

- Provide on site and remote client services
- Assisted in the coordination and execution of company events, photo shoots and meetings
- Compiled PPT decks and Excel charts/data for internal and external use
- Managed day to day reporting and documentation functions to keep all the records in a proper way.

Melby Media, St. Charles, IL

### Freelance Videographer, Photographer, Graphic Designer

June 2014 - Present

- Working efficiently and prioritizing photo and video shoots to stay on schedule and on budget by organizing finances through Excel and scheduling through a shared calendar
- Produce and edit video/ photography/ graphic design work for profit and non-profit organizations
- Meet with clients to determine their video, photo, and design needs to best suit their business or personal goals, including research of target audience and implementing new and creative ways to reach a set audience.

Raging Waves Waterpark, Yorkville, IL

### Digital Marketing Intern

August 2020 - March 2021

- Managed and coordinated graphic design and film projects from concept through completion, by scheduling group meetings and creating storyboards and new concepts through visual drafts
- Increased engagement on Instagram, Facebook and Twitter by creating interactive graphics, engaging through reactions, comments and shares

Charter Creative, Carol Stream, IL

### Creative Content Producer

June 2019 - November 2019

- Create, communicate, and implement the client's vision, mission, and overall direction of project by creating visual storyboards, script writing and pitching new ideas
- Perform transcription and editing of content-related interviews and loaded and logged footage
- Responsible for planning schedules for all parties through pre-production, production and post production meetings and shoots
- Gained experience in searching for stock footage and music

Imagn Events, Winfield, IL

### Creative Content Producer Intern

May 2019 - August 2019

- Handled tasks of supervising the photography and video shoots on site, scheduling all parties involved and tending to the clients day of needs
- Performed responsibilities of gathering video, text and photo content from third-party sources and transformed the pieces into meaningful digital stories
- Provided support in research and media gathering for set audience

Events and Conference Offices, Hope College, Holland, MI

### Graphic Design Artist

May 2018 - May 2020

- Managed and coordinated graphic design projects from concept through completion
- Worked closely with the Events and Conference Office and Knickerbocker Theatre staff to create vision, conceive designs and consistently meet deadlines and requirements
- Responsible for working with third-party sources to get correct and urgent information to develop brochures, posters and other print in a timely manner

Communication Department, Hope College, Holland, MI

### Social Media Marketing Creator

May 2018 - May 2020

- Assist the marketing team with developing and implementing social media strategies that promote our alumni, professors and current student body
- Collected and coordinated content for new and engaging posts by scheduling meetings with alumni, conducting interviews, preparing photo shoots and designing a strategic social media grid

### Media Production - Teachers Assistant

Jan. 2019 - May 2020

- Functioned as a liaison between the professor and students to enhance project and exam preparedness
- Provided tech support, knowledge and experience to assist students in pre-production, production and post production situations
- Provided support to 20+ individuals in the vicinity of a classroom setting as well beyond the classroom and set class hours

# X ○ ● COLLEGE AND COMMUNITY INVOLVEMENT

## Dance Marathon Executive Board, Hope College, Holland, MI

### Publicity Chair

May 2018 - May 2019

- Worked with a team of 20 students to plan sporadic fundraising events throughout the year and one large 24 hour fundraiser event with continuous entertainment
- Successfully reached students through multiple media platforms to raise awareness about events throughout the year and increased involvement in the main 24 hour fundraiser
- Produced, filmed and edited videos to support and raise awareness for the Children's Miracle Network and the Helen Devos Children's Hospital
- Raised \$340,172.20 in 2019 in which Hope surpassed the previous year by \$28,730.01.
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### Merchandise Chair

May 2019 - May 2020

- Started and created a new role to bring in funds and advertise through products such as t-shirts, sweaters, stickers, hats and more
- Inventory and track all merchandise, budgeting each purchase and tracking sales through Excel
- Expanded merchandise sales to new and creative merchandise
- Worked with outside businesses to source products and reviewed products before mass production
- Executed designs for merchandise using Photoshop, InDesign and Illustrator
- Raised \$370,671.21 in 2020 in which Hope surpassed the previous year by \$30,499.01



## Sigma Iota Beta - Sorority Involvement Hope College, Holland, MI

### Events Coordinator

December 2018 - May 2019

- Planned all inner-social events within the sorority - fundraisers, Centennial Reunion and volunteer events
- Organized and started an annual Greek wide event with the Hope College campus ministries to evolve, diversify and build relationships between all Greek life sororities and fraternities

### Vice President

December 2019 - May 2020

- Re-constructed the constitution, and implemented bylaws
- Monitored chapter resources to ensure that they efficiently and effectively provide needed services while staying within budgetary limits
- Responsible for upholding the constitution and holding members accountable within the sororities guidelines
- Responsible for leading the sorority in several fundraisers, raising over \$25,000 for Dance Marathon/ Helen Devos Children's Hospital

### Rush Chair

May 2018 - May 2020

- Managed Spring 2019 and 2020 Sorority recruitment and led with a team of 5 other women to organize and execute a 4 week recruitment process
- Coordinated and trained 100+ sorority members for proper procedures, recruitment rules and regulations
- Designed and coordinated themed events for recruitment process
- Worked with outside businesses to cater and entertain at events
- Learned how to advance in personal leadership skills such as delegating, motivating and damage control



### BEA MICHIGAN - DOCUMENTARY AWARD

BEA Festival of Media Arts received over 1,750 entries in 2020. In the Documentary category, EVERYTHING by Elizabeth Melby and Abby Krueger scored second in the festival.