



ELISE VAN VALKENBURG

digital designer

With over 8 years immersed in the world of digital design, I've had the joy of bringing marketing campaigns to life in a way that truly resonates. Beyond just design, I've become a project management aficionado known for my open communication style and adaptability. I'm now eager to step into roles that beautifully merge my design finesse with administrative support – a perfect blend of passion and pragmatism.

WORK EXPERIENCE

DIGITAL DESIGNER & EMAIL SPECIALIST

National Grid | Waltham, MA | 2021 - Present

- Spearheaded project management for content schedules, overseeing end-to-end processes for HTML-based email campaigns.
- Personally designed, coded, tested, and optimized emails in Marketing Cloud.
- Managed stakeholder communications, approvals, and organized information for email campaigns. Collaborated with external vendors, ensuring functional coding for specialty campaigns.
- Demonstrated adaptability by seamlessly transitioning between projects when high-priority tasks arose, ensuring coding and project timelines were consistently met.
- Instrumental in bringing email production in-house, leading to a substantial increase in monthly email launches from 7 to over 125, covering a diverse range of customer types.

DIGITAL DESIGNER

SmartPak Equine | Plymouth, MA | 2017 - 2021

- Designed and coded marketing emails, banner ads, and landing pages for the website
- Managed all email coding partials, libraries as well as scheduling and communication with the marketing team leaders
- Trained all new employees on the email process, coding, filing systems and project management software
- Streamlined the email process, and increased productivity with training videos for remote learning
- Worked with developers on landing page assets and development of new assets for the website and emails
- Assisted on print projects where need

GRAPHIC DESIGNER

Ve Interactive | South Boston, MA | 2016 - 2017

- Designed and coded e-mails, display ads, and onsite overlays for eCommerce clients
- Worked directly with Sales/AM's to develop creatives that worked seamlessly with their websites

INTERNSHIP EXPERIENCE

GRAPHIC DESIGN INTERN

Stonehill College Marketing | Easton, MA | 2015 - 2016

ADMINISTRATIVE COORDINATOR - SUMMER INTENSIVE

Urbanity Dance | South Boston, MA | 2015

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EDUCATION

Bachelor of Arts
Arts Administration

Bachelor of Arts
Graphic Design

Stonehill College

SKILLS

Adobe Creative Suite
G-Suite
HTML/CSS
Sketch
Marketing Cloud
Lytho

INTERESTS

Dance
Music & Art
Gaming
Dungeons & Dragons
Fantasy & SciFi books