



ELIZABETH KATZENBERGER

EDUCATION

Hanover College 2020
Hanover, IN
Bachelor of Arts in English
Literature
Graphic Design Minor
Business Scholar

TECHNICAL SKILLS

Adobe Creative Suite
Illustrator
InDesign
Photoshop
After Effects
Microsoft Office Suite
Constant Contact
Sprout Social
Basecamp
Flip book Professional

SPECIALTIES

Email Marketing
Social Media Marketing
Graphic Design
Copywriting



GET IN TOUCH

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PROFESSIONAL EXPERIENCE

Berco Jewelry Company

Marketing Manager
May 2021 - Present

Develop, design and write weekly social media email marketing newsletters to an audience of 1,300, increasing the open rate by 15% and the click rate by 3%.

Collaborate with product development and the design team to create seasonal flyers, targeted to the top 250 accounts.

Independently plan and execute social media content calendar with 6 posts weekly.

Design print and digital collateral including trade show event posters, website landing page graphics, and email templates.

Produce promotional materials including brochures, counter books, and social media posts for 8 salesmen to deliver across 37 states.

Define brand voice through collaboration with leadership, sales teams, and jewelry designers and adhere through social media copy, email blasts and product descriptions.

Starbucks

Barista
Sept 2021 - May 2022

Curate connections with 100s of customers daily while preparing custom beverages in a fast paced environment.

Educated customers about menu items while providing immediate responses to questions and recommending customized beverages to guests.

Newfields

Interpretation Intern
Sept 2021 - May 2021

Researched museum Family Guide trends by networking with local museum professionals, drafting a proposal document with recommendations for future family guides.

Collaborated with design/tech team to test a digital prototype by writing protocol, testing the prototype, and quantifying data to ultimately deliver the best user interface for exhibition engagement via tablet.

Wrote copy for project documents adhering to Exhibition Development Guidelines.

Scheduled meetings, took organized notes for various exhibitions, and updated project deliverables using Basecamp.

Hanover College English Tutor

Aug 2018 - May 2020

Proofread and edited students' papers and presentations across disciplines while adapting to various learning styles.

Thoroughly provided personalized feedback to x number of students essays and presentations, focusing on paragraph structure and narrowing argument.

Supported Admissions office through cold calls to prospective students.

LEADERSHIP EXPERIENCE

Phi Mu Fraternity

New Member and Recruitment Director, Social Media Chair Dec 2017 - Jan 2020

Planned and executed social media content calendar, promoting events and engaging with other sororities.

Scheduled and executed New Member calendar and Recruitment calendar using Phi Mu's internal project management system, exceeding expectations in Phi Mu Fraternity's Nation Council Goals, resulting in a 5% increase in next year's budget.

Collaborated with Accounting Chair to stay within budget and make adjustments to better fit the needs of the next year's officers.

Trained next Membership chair and Recruitment chair to delegate, schedule, lead workshops, budget and learn the project management system.