

liz mcvoy

MULTIMEDIA PRODUCER & DESIGNER

PROFESSIONAL PROFILE

Creative storyteller, capable of communicating through whatever channel or delivery system you have in mind. Expert in the technical, conceptual and content development of video production, graphic design, and web design. Highly efficient and organized, able to manage any project from start to finish in both collaborative and individual work settings.

CONTACT

540-505-2452
lizmcvoy@gmail.com
www.lizmcvoy.com

EXPERTISE

Video editing
Graphic design
UI design
Communications
Multimedia production

TECH SKILLS

Final Cut Pro X
Photoshop
Illustrator
InDesign
Adobe XD
WordPress
AEM
Microsoft Office

EDUCATION

Bachelor of Arts
Film & Video Production
Grand Valley State University

EXPERIENCE

WEB DESIGNER AND MULTIMEDIA PRODUCER VIRGINIA TECH UNIVERSITY

AUG 2017 - PRESENT Provide communications and marketing services to the University Libraries. Hands-on design/development of video and design content. Lead content manager for the Libraries' website via Adobe Experience Manager.

- Developed and managed a successful video production service, which led to the production of over 200 videos for marketing and education purposes
- Utilized Photoshop, Illustrator, and InDesign to create a variety of print and digital design for marketing and development
- UI design and prototyping for website design transition in 2017
- Streamlined over 10,000 outdated pages into 80 intentional, engaging webpages
- Increased University Libraries' website engagement by 10%

DIGITAL MEDIA SPECIALIST VIRGINIA TECH UNIVERSITY

AUG 2013 - AUG 2017 Conceptualized and produced graphic designs, videos and social media content that supported Virginia Tech's cohesive brand and message.

- Produced Friendly Faces video series to engage and educate the Virginia Tech student body about the University's liaison program
- Planned and executed an Open Education Week campaign which included print and video ads on a variety of digital platforms
- UI for mobile and web app design: iPad kiosks and Newman Library iPad tour
- Managed the Event Capture Service and team of videographers, which included hiring, training and supervision
- Authored stories for our news site and content for social media channels

FREELANCE PRODUCER & DESIGNER

DEC 2012 - JULY 2017 Consulted and designed custom brand kits, marketing materials, advertisements, and videos for clients. Provided web design services using Wordpress and SquareSpace.

- MANNA FELLOWSHIP CHURCH | HOLLAND, MI | Branding and web services
- COMMUNITY MENTAL HEALTH | HOLLAND, MI | Video production
- DELL/EMC | BOSTON, MA | Designed print materials for sales reps
- EAST COASTERS BICYCLE SHOP | BLACKSBURG, VA | Logo design
- ANIMAL CARE ASSISTANCE PROGRAM | RICHMOND, VA | Brand development