

EMILY ROSADO

Digital Marketing Specialist | Graphic Designer

Profile

5 years of experience specializing in digital marketing, print design, brand design, copywriting, and project management. Ability to adapt to a fast-paced environment, meet deadlines, and excel both individually and as a part of a team.

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WORK EXPERIENCE

Digital Marketing Specialist

GraceLaced Co. + RCS Ministries | September 2024 - Present

- Develop and execute integrated marketing campaigns, encompassing creative strategy, visual asset production, and StoryBrand messaging frameworks
- Plan and manage content calendars across email and social media channels to ensure consistent brand presence
- Design social media graphics and photography to support campaign storytelling and audience engagement
- Manage active community engagement across social media platforms, building brand voice and audience relationships
- Coordinate social content calendars aligned with broader campaign timelines
- Author monthly newsletters and targeted marketing emails, driving audience engagement and brand awareness
- Manage end-to-end email production from content planning through distribution

Graphic Designer

Gospel Volunteers Inc. | June 2021 - February 2024

- Created and designed marketing materials such as brochures, booklets, flyers, and digital signage
- Collaborated with marketing team to design website layouts and designs
- Produced print and digital advertisements
- Participated in brainstorming sessions for new design concepts, ideas, and marketing campaigns
- Prepared files for print production and ensure quality control
- Communicated with clients and team members to ensure project deadlines are met
- Assisted in the development of branding and visual identity for internal and external clients
- Created social media graphics and content
- Took, edited, and retouched photos and videos for use in various projects

KEY PROJECT

GOD of the WORD Bible Study

Print Design | September 2022 - February 2024

- Created and designed a full rebrand for the series
- Design covers and interior content for all 8 participant books plus 8 leader books
- Design and illustrate maps and charts for improved user experience
- Edit video and sound for each video lecture (one per lesson)
- Prepare 16 documents for publishing and published on Amazon Kindle Direct Publishing
- Edit all questions and answers to ensure best reader experience; collaborate with team to proofread

SKILLS

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|-----------------------|---------------------|------------------------|------------------------|
| • Adobe InDesign | • Adobe Illustrator | • Project Management | • Copywriting |
| • Marketing Campaigns | • MailChimp | • Graphic Design | • Adobe Creative Suite |
| • Social Media | • Email Marketing | • Interpersonal Skills | • Photography |