

# Emily Ayers

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## EDUCATION

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CLEMSON UNIVERSITY- Clemson, SC <b>M.S. Packaging Science</b> <ul style="list-style-type: none"><li>President's List: Spring 2017</li></ul>	Jan 2017-Present GPA: 3.76/4.00
CLEMSON UNIVERSITY- Clemson, SC <b>B.S. Major: Graphic Communications</b> Minor: Packaging Science, Emphasis: Business Administration <ul style="list-style-type: none"><li>President's List: Spring 2013, Fall 2014, Fall 2015, Spring 2016, Fall 2016</li><li>Dean's List: Fall 2012, Fall 2013</li></ul>	Aug 2012-Dec 2016 GPA: 3.95/4.00
LORENZO DE' MEDICI- Florence, Italy <b>Study Abroad Program</b> - Credited through Marist College, NY	Jan 2015-May 2015 GPA: 3.83/4.00

## SOFTWARE PROFICIENCY AND TRAINING

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Adobe Photoshop	Adobe Premiere Pro	SolidWorks
Adobe Illustrator	Strata XC	Microsoft PowerPoint
Adobe InDesign	CSS & HTML	Microsoft Word
Adobe XD	Artios CAD	Microsoft Excel

## RELEVANT WORK EXPERIENCE

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CLEMSON SONOCO INSTITUTE- Clemson, SC <b>Graduate Assistant</b> <ul style="list-style-type: none"><li>Create and organize on campus packaging and graphic competitions for Clemson Students</li><li>Consult with companies to re-innovate and redesign current and existing packages and logos</li><li>Utilize VR software, Adobe CC, SolidWorks, and iC3d software to create 3D models in virtual reality stores</li><li>Represent the Clemson Sonoco Institute at packaging and graphic trade shows and in design competitions</li></ul>	Jan 2016 - Present
APPERSON, INC.- Ballentyne, NC <b>Contracted Marketer, Brand Manager &amp; Graphic Designer</b> <ul style="list-style-type: none"><li>Lead manager of Apperson's rebranding, creating new brand standards/guidelines and updating collateral</li><li>Designed marketing campaigns and collateral to promote services and products</li><li>Updated and enhanced Apperson's website using WordPress, HTML5 &amp; CSS3</li></ul>	Jan 2016 - Apr 2017
CLASSIC GRAPHICS- Charlotte, NC <b>Marketing &amp; Sales Intern</b> <ul style="list-style-type: none"><li>Solved promotional signage issues that occurred within the Lowe's Hardware corporate headquarters</li><li>Created internal marketing campaign tools for Classic using Adobe Creative Suite</li><li>Managed project deadlines and monitored milestones through the post-production stage</li></ul>	Jun - Aug 2015
PACKAGING CORPORATION OF AMERICA- Mooresville, NC <b>Graphic &amp; Structural Packaging Design Intern</b> <ul style="list-style-type: none"><li>Utilized Adobe Creative Suite and Strata XC to create corrugated display structures and concepts</li><li>Assessed graphic communication strength of signage and displays using 3M's Visual Eye Tracking System</li><li>Pitched innovative display concepts to external committees to gain bids- 2 bids picked up by Hanes</li></ul>	Jan - Jun 2014

## ADDITIONAL WORK EXPERIENCE

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CALHOUN CORNERS- Clemson, SC- <b>Server</b>	Mar 2017 - Present
CK HEALTH & PERFORMANCE- Mooresville, NC- <b>Graphic Designer/Consultant/Marketer</b>	Aug 2014 - Present
KAPLAN TEST PREP- Clemson, SC- <b>Student Brand Ambassador</b>	Oct 2015 - Oct 2016
SUN-UP CAFÉ- Mooresville, NC- <b>Server</b>	Jun 2014 - Feb 2015
FLATIRON KITCHEN & TAPHOUSE- Davidson, NC- <b>Server</b>	May 2013 - Dec 2014

## ORGANIZATIONAL INVOLVEMENT

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GRAPHIC COMMUNICATION EMPLOYEE DAY - <b>Student Organizer/Chair</b>	Aug - Oct 2016
GET- Graphic's Fraternity- <b>Member</b>	Aug 2014 - May 2016
CHI OMEGA WOMEN'S FRATERNITY- <b>External Campus Activities Chair</b>	Aug 2012 - May 2016