

ELISE MCGEE

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Education

Boston University College of Communication

Bachelors of Science in Media Science

Dean's List: Fall 2021, Spring 2022, Fall 2022, Spring 2023

Study Abroad: London Advertising & Marketing Track

Boston, MA

May 2023

Skidmore College

Relevant Coursework: Art History, Studio Art, & Media Studies.

Saratoga Springs, NY

Sep 2019 - Mar 2020

Relevant Experience

Trinity Security Consulting

Digital Creative Specialist

Boston, MA

May 2024 - Present

- Directly contributed to business scaling by delivering the digital presence and professional branding that helped secure three Premier League contracts within the first 12 months.
- Leads end-to-end brand and web development for Trinity Security Consulting, creating a cohesive security identity and launching a modern, responsive website.
- Serves as the sole technical and creative lead, managing the full project lifecycle including design, development, and security optimization.
- Authors a strategic marketing brief, defining future growth opportunities and brand positioning.

Starbucks

Barista

Boston, MA

Sep. 2023 - May 2024

- Illustrated local and in-store art boards for store-only flavors and company promotional campaigns.
- Demonstrated versatility through cross-training in different sectors within the store.
- Facilitated customer interactions and diffused relational conflicts in a fast-paced environment.
- Enhanced customer connections by memorizing customers' orders.

ComLab Boston University

Multimedia Content Creator & Producer

Boston, MA

Jan. 2023 - May 2023

- Created an interview series with thought-provoking questions to engage multiple generations throughout Boston.
- Spearheaded design, content development, and editing for complex multimedia presentations.
- Implemented efficient scheduling, managing multiple projects, optimizing team productivity, and meeting deadlines.
- Successfully managed multimedia content distribution on social media platforms.
- Increased audience engagement through analytics optimization and enriching multimedia storytelling.

Kudo Lifestyle Concierge

Marketing Research Intern

White City Soho House, London, UK

Sep. 2022 - Dec. 2022

- Collaborated with the founder and CEO, contributing to brand identity through template and design creation.
- Conducted in-depth market research on events in London, UK, and Europe.
- Assisted in event coordination, maximizing attendee satisfaction, and managing financial transactions.
- Crafted engaging promotional emails and newsletters to promote concierge service packages to private club members.
- Developed and delivered persuasive pitches to various companies, formulating competitively priced offerings for travel destinations and exclusive events.

Volunteer Experience

Fundraising Volunteer

National Multiple Sclerosis Society

Lynnfield + Boston, MA

June 2019 - Present

- Raised over \$5k for the annual Walk MS event through social media and fieldwork.
- Gathered sponsorships and participants in annual Walk MS Events.

Skills: Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Branding, Canva, Figma, Graphic Design, Illustration, Microsoft Office, Showit, SSPS, & Web Design.