

abby gerwit

education

B.A.J.M.C Visual Communications

Cognate Information Science

University of South Carolina
Columbia, SC
Class of 2021

Spring 2020

Florence University of the Arts
Florence, Italy

achievements

President's List

University of South Carolina
Fall 2017, Spring 2018

Dean's List

College of Information
& Communication
Fall 2018, Spring 2019, Fall 2019

Most Outstanding Print

Create-A-Thon 2019

contact

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experience

Graphic Designer

Get Engaged Media

Atlanta, GA | May 2021 - Present

- Lead designer for high-profile clients such as Halle Berry, Cole Swindell, Macklemore, Bon Jovi, Lee Brice, Jon Langston, The Jonas Brothers and more
- Design multi-page proposals, creative decks, presentations, and social assets for companies such as Snapchat, Raising Cane's Chicken Fingers, TGI Fridays, Gopuff, Kendra Scott, T-Mobile, and Vita Coco
- Serve as the Lead Photographer on all on-site photo and video shoots with Stetson Bennett, Riley Green, Jamaar Chase, Jalen Ramsey, multiple Olympians, and more across the country
- Plan product shoots, including pulling swipe for concepts, paginations, developing shot lists and all photo and video prep needs for production
- Create deliverables for Instagram, Twitter, TikTok, Cameo, Snapchat, and YouTube following the clients' brand guidelines
- Utilize project management platforms such as Monday.com and Trello to track design requests, hours, client feedback, etc.

Graphic Designer

Garnet Media Group

Columbia, SC | August 2020 - May 2021

- Designed advertisements and promotional graphics for organizations on campus and local businesses in Columbia using Adobe Creative Suite
- Produced on-time deliverables that meet the client's wants and needs.
- Collaborated with other team members for effective project execution.
- Developed and executed a variety of campaigns for on-campus organizations and local business in Columbia, SC.

Digital Marketing Intern

Barefoot Campus Outfitter

Columbia, SC | August 2020 - May 2021

- Recruited to create engaging social media posts using Photoshop, Illustrator and Premiere.
- Organized and directed original photo shoots for store merchandise and online presence.

Social Media & Marketing Intern

The Humane Society of South Carolina

Columbia, SC | August 2019 - December 2019

- Designed various infographics and interactive social media posts using Illustrator and Photoshop 2-3 times a week for over 9,000 supporters per month and improve overall community engagement.
- Solely produced marketing materials such as flyers, tickets, shirts and bandannas over the course of 2 months to help increase fundraising for Woofstock event which fund raised a total of \$7,000.
- Improved existing marketing material such as donor letters, business cards and advertisements in order to better enforce the mission of the Humane Society using Illustrator and Photoshop.