



EMILY GREGOIRE

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EDUCATION

University of North Carolina at Chapel Hill May 2017
Senior, B.S. in Business Administration, Pre-Admit
Second Major: Media & Journalism – Editing & Graphic Design
Dean's List 6 Semesters | Overall GPA: 3.73

SKILLS

Adobe InDesign, Photoshop, Illustrator, After Effects
Google Web Designer, Basecamp, Wordpress, Basic HTML & CSS

EXPERIENCE

Freelance Motion Graphics Designer *Chapel Hill, NC*
Oct. 2016 – Present

- Work for clients including the North Carolina Museum of Life and Science and Thrive@Carolina
- Conceptualize, create, and execute visually appealing, functional motion graphics from clients' basic ideas and requirements to storyboards to final videos

UNC Athletic Communications: GoHeels Design *Chapel Hill, NC*
Graphic Design Intern *Aug. 2015 – Present*

- Conceptualize and execute animated GIFs for UNC teams to use in their social media strategies with the goal of leading college sports in GIF creation and usage
- Design posters, newspaper advertisements, t-shirts, jumbotron graphics, and emblems for UNC-CH athletic teams, including women's basketball, track & field, baseball, and lacrosse
- Designed an ugly Christmas sweater tshirt for 500 people that was completely given away in 15 minutes

French | West | Vaughan *Chapel Hill, NC*
Creative Intern *Aug. 2016 – Dec. 2016*

- Collaborated with all members of the creative department on a variety of projects, including a Pendleton Whisky Holiday GIF (864 Facebook Likes and 76 shares), NCSU Global Luxury Management Program Posters, and NCSU web ads
- Gained experience in an award-winning PR agency's creative department

UNC-CH Office of Undergraduate Admissions *Chapel Hill, NC*
Social Media Intern *May 2016 – Aug. 2016*

- Grew the UNC Twitter and Instagram followers and Facebook likes by 2%, 8.5%, and 4% over 3 months
- Planned the social media strategy, design, and content for the next 11 months based on the admissions cycle
- Contributed to the 13.7% increase in first-year applications, the second largest increase in the last 25 years
- Designed and copy-edited parts of multiple pieces of marketing collateral, such as the 2017 Admit Brochure that will be sent to all students admitted to the UNC Class of 2021
- Initiated and executed the creation of a database of quotes from current students and alumni to be used in future marketing materials

OTHER EXPERIENCE

Synapse Magazine *Chapel Hill, NC*
Graphic Designer *Aug. 2015 - Present*

Southern Neighbor Magazine *Chapel Hill, NC*
Design Editor *Jan. 2016 – Present*

The Well-Being Magazine *Chapel Hill, NC*
Managing Editor *Aug. 2013 – Present*

Motion Graphics TA *Chapel Hill, NC*
Teaching Assistant *Jan. 2017 – Present*

Pour Magazine *Chapel Hill, NC*
Digital Leader *Aug. 2016 - Dec. 2016*

India Global Immersion Elective *3 cities in India*
Kenan-Flagler Business School *May 2014*