

ELIJAH MCHENRY

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www.elijahwayne.com

Education

California State University, Long Beach, CA
Bachelor of Science in Marketing, 2015

Lorenzo Dé Medici, Florence, Italy
Graphic Design & Fashion Photography, 2014

The Bookshop: School for Ads, Irvine, CA
Art Direction & Copywriting, 2013

Semester at Sea, Central America & the Caribbean
Literacy & Education, 2011

Experience

Lloyd&Co, New York, NY
Producer, 11/2017 - Present
Clients: Calvin Klein, Adidas

72andSunny, New York, NY
Freelance Production, 10/2017 - 11/2017
Client: Smirnoff

Trinity Force Corp, Los Angeles, CA
Marketing Manager, 01/2015 - 09/2017
+ Produced commercials, catalogs, digital & print ads, packaging, and trade show booths
+ Developed e-commerce website and visual content (photography and design)
+ Attracted key B2B clients, cultivated relationships, and grew brand awareness
+ Ensured that campaigns were impactful, on time, and within budget
+ Helped increase annual revenue from military & law enforcement contracts by over 700%

Progenex, Los Angeles, CA
Production Coordinator, 06/2013 - 04/2014
+ Supported creative team during campaign shoots with visual references, lighting, and editing
+ Photographed sponsored athletes at events and published content on social media
+ Collaborated in concept development process of marketing strategies and campaigns

Skills

Computer: Mac & PC, Adobe Creative Suite, Social Media, G Suite, Microsoft Office, HTML, CMS Systems, CRM Systems
Creative: Photography & Videography (Studio & Location), Retouching, Branding, Website Development (Wordpress)
Personal: Highly motivated, organized, and detail oriented individual with a strong work ethic and ability to meet deadlines