

ELI OVERBEY

RELATED SKILLS

Business Consulting
Public Speaking
Social Media Campaigns
Teaching
Graphic Design
Photography
Copy Editing
Google Analytics
Market Research
Ad Copy Testing
Google Adwords
Videography

LEARNING NEW SKILLS

WordPress
HTML & CSS
New Media Campaigns
3D Imaging

PERSONAL QUALITIES

Dependable
Well-Organized
Determined
Willing to Learn
Time Efficient

PROGRAMS

Photoshop
Illustrator
Indesign
Microsoft Office
Mac & PC
Google Analytics

EDUCATION

Master of Arts: Communication Media December 2013
Liberty University, Lynchburg Virginia

Bachelor of Science: Communication December 2011
Liberty University, Lynchburg Virginia
Majors: Advertising/ Public Relations
Summa Cum Laude

EMPLOYMENT

GRADUATE ASSISTANT
Liberty University
Jan 2011 - Present

- Assisted in teaching Communications 399 at Liberty University.
- Advised and assisted students in developing an integrated marketing campaign for JCPenney.
- Taught class sessions and led group discussions on new media, public relations, direct marketing, and advertising.
- Instructed the presentation team on professional presenting and public speaking.

MARKETING SPECIALIST
Catalyst Communication
Jan 2011 - Present

- Assisted sales and marketing management with advertising materials to effectively symbolize the services and products of the Catalyst.
- Managed layouts and designed marketing materials such as presentations, newsletters, event support materials, and large trade displays.
- Supported cross-functional team by developing new product launch strategies and product positioning.
- Monitored and further developed Catalyst's website

ACCOUNT DIRECTOR
Creo Marketing
Aug. 2010 - Dec. 2011

- Financed a \$40MM Integrated Marketing Plan for State Farm and JCPenney
- Completed and executed a comprehensive research plan including over 800 respondents, prepared qualitative questionnaire for focus groups, and coded internet research data
- Implemented a media plan comprising of media selection, scheduling, and budgeting
- Conducted a market analysis and formulated creative strategies for traditional media