

# WENDI EPPS



**Copywriting**  
**Graphic Design**  
**Social Media**

**Event Planning**  
**Photography**  
**Videography**

## CONTACT

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www.WendiEpps.com/  
Portfolio

## SPECIALIZED SKILLS

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Premiere Pro  
Adobe Acrobat DC  
Digital Signage  
Event Planning  
Feature Writing  
Facebook/Instagram  
MailChimp  
Microsoft Excel  
Microsoft Outlook  
Microsoft PowerPoint  
Microsoft Word  
Photography  
Videography

## EDUCATION

Bachelor of Science in  
Communications and  
New Media  
Dixie State University  
St. George, UT

## LICENSES/CERTIFICATES

Yoga Alliance - 08/16  
RYT-500 - 06/16  
Adult/Pediatric CPR/AED -  
Valid until August 2022

## WORK EXPERIENCE

### W.E. Design    Owner

01/17 -  
Present

- Working with clients all over the United States to aid them in marketing and promoting their small businesses, services, products, and events
- Creating and managing advertising campaigns with adherence to budgets
- Copywriting, blogging, social media, and photography
- Graphic design using Adobe Creative Cloud - Photoshop, Illustrator, and InDesign
- Company branding
- Website design and maintenance
- Video production - currently using a Panasonic AG-UX90 4K with tripod and audio kit, editing with Adobe Premiere Pro
- Email campaign creation and management using MailChimp

### YMCA    Silver Arts Coordinator for Wilmington Senior Games

02/18 -  
10/19

- Served as Silver Arts Coordinator in 2018 and as Local Coordinator in 2019
- Planning, promoting, and executing over 15 events per year
- Securing permits, recruiting judges, scoring, and awards presentation
- Running registration system, reports, and adhering to budget
- Print and web marketing including flyers, web graphics, social media, photography, banners, and signage
- Adhering to rules and regulations set forth by the North Carolina Senior Games state office

### Town of Parker    Marketing Coordinator, Communications Dept.

06/11 -  
04/17

- Ensuring brand compliance and upholding Town standards across multiple mediums in all departments
- Providing excellent customer service to Town citizens and visitors
- Implementing two major rebranding initiatives, including a rebranding of the Town messaging, look, and feel, as well as the remodel of the Town's largest recreation facility
- Aiding in internal and external marketing projects, including indoor and outdoor signage, templates, gathering statistical data for reports, newsletters, targeted email blasts, annual reports, etc.
- Implementing paid online and print advertising campaigns under budgetary constraints

# WENDI EPPS

View my online portfolio by visiting [www.WendiEpps.com/Portfolio](http://www.WendiEpps.com/Portfolio).

- Launching and tracking social media campaigns using Facebook, YouTube, and Twitter
- Researching and writing articles, press releases, and advertorials adhering to AP-style
- Maintaining multiple websites of 100+ pages
- Creating graphics for and maintaining mobile app
- Aiding in completion of 50+ page brochure which is printed 3 times a year
- Creation of promotional videos by storyboarding, securing locations and permits, and shooting; editing with Premiere Pro
- Set-up, maintain, create content for and troubleshoot 5+ indoor and outdoor digital signage boards
- Event planning, marketing, sponsorships, budgeting, photography, etc.
- Grew attendance and awareness of Fieldhouse Fright Night event each year for 5 consecutive years
- Planning and working Town, employee, and Parks, Recreation, and Open Space events
- Active member of Employee Appreciation Committee
- Received the Teamwork Award in 2014

10/08 –  
06/11

## **Sealcon/Hi-Tech Controls, Centennial, CO    Marketing / Web Design**

- Product marketing
- Website design using Adobe Dreamweaver
- Designing product catalogs, booklets, flyers, and trade show materials
- Writing press releases and advertorials
- Social media marketing
- Creating short product videos using Adobe Premiere Pro and Flash
- Creating and maintaining list of codes for computer databases, setting up email and postal mail marketing, building and sending daily targeted email blasts

## **REFERENCES**

**Andy Anderson, Communications Coordinator for the Town of Parker**  
817.343.6465    a.r.anderson@outlook.com

**Bernard Wooten, Owner of FocusTree Photography**  
303.877.9127    bwooten@onefocustree.com

**Caitlin Hendee, Director of Editorial at Distributed Media Lab**  
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