



Eva Menezes

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🏠 Basking Ridge, NJ 07920

## SUMMARY

Multimedia Communications Professional with experience in storytelling through photography, print and web design, video production, and social media. Strong grasp of visual design elements and principles, including typography and composition. Proven ability to manage and execute projects with great accuracy and attention to detail. Creative, conscientious, and hardworking communicator willing to go the extra mile while improving skillset. Multilingual in English, Portuguese (native), and Spanish (working proficiency).

## COMPETENCIES

Project Management, AP Style, Research, Fact-checking, Proofreading, Reporting, Writing, Non-linear Storytelling, Blogging

## TECHNICAL SKILLS

InDesign, Photoshop, Lightroom, Illustrator, Acrobat Pro, InCopy, Dreamweaver, After Effects, Final Cut Pro, HTML, CSS, WordPress, Google Analytics, SEO, Audacity, Soundslides

## RELEVANT EXPERIENCE

### **Senior Multimedia Designer, Eastern Michigan University** *Division of Communications*

Feb 2015 – Nov 2015 / Ypsilanti, MI

- Served as art director and designer for a wide range of communications projects from concept to completion, including print publications, websites, and email newsletters.
- Involved in all production stages of Eastern Magazine, the University's alumni magazine, from generating story ideas to art and storytelling direction, including:
  - Conceptualizing, designing, and mocking up ads and other pages.
  - Copywriting and proofreading.
  - Serving as direct point of contact for freelancers and vendors, including illustrators, designers, photographers and printers.
  - Coordinating photo shoots.
  - Creating complete social media plan for story distribution.
  - Loading content into content management system (CMS) and designing web pages for online consumption.
- Collaborated with team members to develop and design infographics to visually tell the university's story and engage audience in print, on the web, and on social media.
- Planned, art directed, shot, and post-processed portraits and event photos.
- Educated colleagues on visual communications best practices.

### **Multimedia Designer, University of Michigan** *Institute for Social Research*

Oct 2010 – Jan 2015 / Ann Arbor, MI

- Managed, maintained, and edited WordPress website and CMS.
- Assessed website and social media analytics, tracking patterns and content preferences and making recommendations as appropriate.
- Served on team charged with overseeing website redesign and transition from static HTML to WordPress.
- Created and presented original concepts and designs for print and web communications materials.
- Art directed, shot, and edited photos and video.
- Developed institute's first social media strategy, building an online presence and community from ground up.
- Liaised between unit and Brand Standards Office, implementing new brand guidelines, customizing logos, and helping maintain brand integrity throughout the institute.
- Collaborated with creative agency to create new look for the institute, implementing design across print and web materials.
- Served as embedded communicator during trip to Brazil with President and faculty delegation, documenting trip and assisting with outreach to Brazilian news media on behalf of Office of VP for Global Communications.



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## RELEVANT EXPERIENCE (CONTINUED)

### **Multimedia Journalism Teaching Assistant, University of Texas School of Journalism**

Sep 2009 – May 2010 / Austin, TX

- Taught undergraduate students multimedia and web development skills and applications, such as Photoshop, Audacity, Soundslides, Final Cut Pro, HTML, Dreamweaver, WordPress (CMS), and setting up RSS feeds.
- Coached students on the decision-making process behind multimedia and on using Twitter for professional purposes.

### **Editorial Intern, Austin Monthly Magazine**

May 2009 – Sep 2009 / Austin, TX

- Generated copy for events guide under tight deadlines and wrote occasional feature pieces.
- Fact-checked stories by researching and calling sources.
- Photographed events for the magazine's "Scene" section.

### **Editor/Blogger/Translator, University of Texas Knight Center for Journalism in the Americas**

Jul 2008 – Sep 2009 / Austin, TX

- Managed Portuguese version of news blog, newsletter, and website, monitoring developments in the Americas and blogging relevant news stories and features in Portuguese and English.
- Translated and edited headlines and stories from English and Spanish into Portuguese.

## EDUCATION

### **Master of Arts, Journalism: Multimedia / 2010**

*University of Texas / Austin, TX*

Nettie Doscher More Fellowship in Journalism / 2009

Inter American Press Association (IAPA) Scholarship Fund / 2008

### **Bachelor of Arts, English and Portuguese / 2007**

*University of Sao Paulo / Sao Paulo, Brazil*

Study Abroad: University of Texas at Austin / 2006-2007

### **Associate of Arts, Interpreting: Simultaneous and Consecutive Translation / 2003**

*Catholic University of Sao Paulo / Sao Paulo, Brazil*