

# MICHELLE RAMIREZ

## EXPERIENCE

### Georgia Tech **Web Designer & Social Media Manager**

Sept 2020 - Present | Atlanta, Georgia

- Responsible for brand identity, social media strategy, and content creation for School of Public Policy's new LinkedIn presence
- Update & maintain SPP & CEPL websites

### The Carter Center **Communications Intern**

Aug 2015 - May 2016 | Atlanta, Georgia

- Assisted web manager with website migration to new server, edited inconsistencies on site, and developed strategy to improve maps
- Wrote daily social media roundup for company-wide newsletter using Hootesuite
- Curated & created content for Instagram, which gained 1,000+ followers

### Applerouth Tutoring Services **Program Manager**

Dec 2019 - Aug 2020 | Dec 2016 - Jan 2019 | Atlanta, GA

- Addressed hundreds of client concerns and provided empathetic, timely solutions via phone and email
- Trained & managed two specialists liase communication between client, tutors, and management
- Volunteered as a social media specialist and led two campaigns

## SKILLS

**Design** Visual Design, Brand Identity, Interaction Design, Sketching, Illustration, Prototyping, Wireframing, Storyboarding, Information Architecture, Video Editing

**Tools** Adobe Creative Cloud, Lightroom, Microsoft Office  
**Development** Drupal, HTML, CSS, JavaScript, Figma

**Soft Skills** Management, Interpersonal Communication, Writing & Editing, Teamwork, Conflict Resolution

## CONTACT

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**Portfolio** [www.michelleramirez.co](http://www.michelleramirez.co)

## EDUCATION

### Georgia Tech

Master of Science, **Digital Media**

*Aug 2020 - May 2022 (expected)*

GPA: 4.0/4.0

### The University of Georgia

Bachelor of Arts, **Communication Studies & Public Health** minor

*Aug 2010 - May 2014*

GPA: 3.53/4.0, Cum Laude

## HONORS & AWARDS

### Hispanic Scholarship Fund Recipient

2010 - 2012 & 2020 - 2021

### Applerouth Above & Beyond Award 3rd Quarter, 2017

### Lambda Pi Eta Membership 2013

### University of Georgia Dean's List 2012 & 2014

### Redcoat Band Leadership Award 2011 & 2012