

IRIS GEM MASLOW

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EXPERIENCE

Camps Airy and Louise Digital Media Strategist

August 2013 - Present

- Produce digital and print materials to market brand and build community.
- Create videos, websites, banners, blogs, audio, and interactive games.
- Direct projects with vendors for print, design and development projects.
- Develop and manage social media campaigns and content.

Kimley-Horn and Associates, Inc. Communication Analyst

April 2011 - July 2012

- Maintained and enhanced the internal website with features, news and informational graphics.
- Doubled social media sharing.
- Advanced the firm-wide training program and branded internal culture through short and long-form video features.
- Designed brochures, postcards and posters.

Fulcrum Strategies Communication Intern

January 2011 - April 2011

- Drafted, edited, and issued press releases, posters, social media content and daily articles.
- Created a marketing plan with a \$9000 budget over six months in order to promote a new business.
- Developed and executed Wellness Week activities in an attempt to promote the Wellness initiative.

SPECIAL PROJECT

Project Manager

SURFRIDER ERICEIRA
www.surfriderericeira.com

SPECIAL PROJECT

Creator

RALEIGH CITY MAP
www.raleighcitymap.com

SKILLS

Photoshop
Illustrator
InDesign
Dreamweaver
Coda
After Effects
Flash
Video Editing
HTML/CSS
Wordpress
Writing
Microsoft Office
Social Media
Public Speaking
Photography
Audio Editing

HONORS

Outstanding Woman of the Year (2011)

National Panhellenic Association

Class-nominated graduation speaker

Elon University

Magna Cum Laude (2011)

NC State University

Elon Merit Scholarship

Elon University

ACTIVITIES

Vice President of Membership

Camp Louise Circle Board

Alumnae Advisor

Pi Beta Phi

Elon Career Mentor

Elon University

Disc Jockey/Blogger

WKNC 88.1 FM Raleigh

EDUCATION

Elon University

MA in Interactive Media

May 2013

NC State University

BA in Communication

May 2011