

# 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](http://www.surfriderericeira.com)

## SPECIAL PROJECT

Creator

**RALEIGH CITY MAP**  
[www.raleighcitymap.com](http://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