



emmamesk

QUEEN OF ALL TRADES

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emmamesk.com

GRAPHIC DESIGNER / ILLUSTRATOR / PHOTOGRAPHER / HAND-LETTERER / COPYWRITER / ARTIST

EXPERIENCE

MAY 2011–PRESENT

EMMAMESK

FREELANCE DESIGN, ILLUSTRATION, PHOTOGRAPHY, STRATEGY, + SOCIAL MEDIA

- Creates branding for local companies like Tamboli's, Feast & Graze, Lucky 7 Brass Band, and SUP 901.

JAN 2016–PRESENT

CREATIVE WORKS CONFERENCE

LEAD EVENT COORDINATOR

- Assists the Founder in planning, marketing, and day-of production for an annual conference of 500 people.
- Works with multiple venues and vendors to create a unique experience for attendees, local and visiting.
- Elevates guest experience by predicting their needs and troubleshooting issues quickly and efficiently.
- Organizes memorable hospitality experiences through thoughtful after-parties, including coordinating nourishment and entertainment.
- Manages and trains a team of up to 15 volunteers to cover every aspect of the event.
- Creates systems for an effortless check-in process, including clear attendee information and navigation.

AUG 2018–PRESENT

EDIBLE MEMPHIS

CREATIVE DIRECTOR

- Assists Editor in curating and editorializing quarterly print issues.
- Implements illustration and hand lettering skills to enhance brand across print media, including a dozen magazine covers and numerous articles.
- Built an organic social media following of over 20k in 2020 by using relatable imagery, copywriting, and authentic engagement that launched the brand into a larger local market, now with over 37k followers.
- Created long-term systems for print, digital, and sales communications from file organization to print production to photography expectations and processes.

JAN 2021–JAN 2024

DCA

DIGITAL CONTENT MANAGER

- Managed up to 14 client social media accounts, including content strategy, copywriting, execution, and engagement.
- Worked with renowned clients to consistently increase social media impressions and engagement by 20% quarterly.
- Collected quarterly analytics across client platforms to determine future strategy.
- Researched local events to create and publish curated weekly guide Reels.
- Utilized copywriting skills for partner articles like Memphis Parent and Memphis Magazine.

OCT 2019–DEC 2020

BIG SOUTH MEDIA

CREATIVE DIRECTOR + ACCOUNT MANAGER

- Created a new agency brand using graphic design and illustration skills, catering to a specific clientele of farmers, producers, restaurateurs, etc.
- Ran client social media accounts (graphics, photography, & copywriting).
- Built a framework for project management, file organization, and communications (internal & external).
- Managed accounts with clients to determine and execute their vision.

JUL 2018–NOV 2018

A STEP AHEAD FOUNDATION

SOCIAL MEDIA MANAGER

- Planned, scheduled, and collected metrics for their social media platforms.
- Used graphic design skills and marketing data to plan and execute campaigns aligned with their branding.

NOV 2016–APR 2018

GHOST RIVER BREWING CO.

TAPROOM MANAGER + MARKETING ASSISTANT

- Developed and implemented brand consistency for print and digital platforms.
- Maintained social media account (graphics, photography, & copywriting).
- Managed and coordinated employees, vendors, events, and live music.
- Created highly-attended events to bring in new customers and increase revenue.

MAY 2016–NOV 2016

LOFLIN YARD

ASSISTANT EVENT COORDINATOR

- Hosted and executed inaugural events.
- Organized systems and communications with staff.
- Created in-house signage and displays.

JULY 2013–MAY 2016

HARVEST CREATIVE

GRAPHIC DESIGNER + PHOTOGRAPHER

- Worked closely with senior designers to develop thoughtful campaigns for clients of all sizes.
- Assisted with social media accounts (graphics, photography, & copywriting).
- Managed multiple photography projects, from lifestyle shoots to products.

EDUCATION

UNIVERSITY OF TENNESSEE, KNOXVILLE

BFA Graphic Design, 2013

ORGANIZATIONS

MEMPHIS ROLLER DERBY BOARD MEMBER

Director of Events and Fundraising, 2024-present

AAF MEMPHIS BOARD MEMBER

Communications, 2021-present

AWARDS & EXHIBITIONS

"ANTIQUITEES: WHERE EVERYTHING HAS A STORY"

"OUT THE FRAME, OFF THE WALL" EXHIBIT

"UNTITLED NO. 65" STUDENT ART COMPETITION

"SCHOLASTIC ART COMPETITION" GOLD KEY

ABILITIES

ADOBE CREATIVE SUITE

Photoshop, Illustrator, InDesign

META BUSINESS SUITE

SOCIAL MEDIA MANAGEMENT

Sprout Social, Agorapulse, Later

MAILCHIMP

PHOTOGRAPHY

Digital & Analog

BASIC HTML + CSS

SQUARESPACE

PRINTMAKING

Screen printing, Lithography, Mono-typing, Bookmaking

HAND-LETTERING

Manual & Digital (Procreate)

COMIC RELIEF

Puns, Doodles, & Memes

REFERENCES

DOUG CARPENTER

Owner - DCA

(901) 372-5100

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BILL GANUS

Owner - Memphis Food Media LLC

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STACEY GREENBERG

Editor - Edible Memphis

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LOOKING
forward
to WORKING *with you*