

# Eliaz Wright

Eliaz is a San Francisco-based art director and designer with 3+ years of experience in marketing, media production, and content creation. They specialize in bringing out-of-the-box ideas to life through print, web, interactive media, and engaging digital campaigns.

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## EDUCATION

### University of San Francisco

Bachelor of Arts in Design  
Computer Science & Advertising Minor  
Dean's List, Honors College - GPA 3.9  
Graduation in May 2026

## SKILLS

Art Direction
Motion Graphics
Graphic Design
Video Editing
Copywriting
Interaction Design
HTML + CSS + JS

InDesign  
Photoshop  
Illustrator  
Premiere Pro  
After Effects  
Figma + Adobe XD

## LEADERSHIP EXPERIENCE

### Executive Board and Marketing Coordinator

College Players · May 2024 - Present

- Designed and executed marketing campaigns for theatrical productions, increasing audience engagement by 30% through posters, digital ads, and immersive marketing.
- Partnered with external design teams and media outlets to develop marketing assets and publish promotional articles that expanded audience reach by 60%.
- Documented rehearsals and events through high-quality videography and photography, increasing social media engagement by 15%.

### Team Captain and Performer

Awkward Silence · Aug 2022 - Present

- Led and mentored a team of 15 peers, honing improvisation skills through exercises and games, fostering a dynamic and collaborative team culture.
- Coordinated weekly practice sessions to ensure high-quality monthly performances.
- Launched viral social media and print ad campaigns using trending topics and memes, resulting in a 40% increase in show attendances.

## WORK EXPERIENCE

### Junior Designer

The Graphics Center · Aug 2025 - Present

- Collaborate directly with clients at a student-run graphic design firm to create cohesive branding and identity solutions that elevate campus organizations and events.
- Design diverse promotional materials including logos, custom merchandise, event posters, playbills, flyers, and digital ads, ensuring consistent visual storytelling and audience engagement.
- Develop and execute social media graphics and marketing collateral that boost visibility and strengthen brand presence across multiple platforms.

### Performing Arts Media and Marketing Assistant

University of San Francisco · Sept 2023 - May 2025

- Spearheaded 150% increase in social media engagement on Facebook and Instagram through targeted advertising strategies and optimized content delivery.
- Collaborated with the Project Manager to design and refine high-quality social media content aligned with campaign goals, ensuring brand consistency across platforms.
- Crafted audience-focused copy for social media campaigns, contributing to a 25% engagement boost while maintaining polished and error-free communications.

### Athletics Creative Media Assistant

University of San Francisco · Nov 2022 - May 2023

- Produced and edited short-form sports videos and graphics for various social media platforms, such as TikTok and Instagram.
- Designed high-impact promotional videos for the Sobrato Center LED boards, enhancing game-day fan experience for 11,000+ attendees.
- Collaborated with Creative Media team to develop innovative content strategies that increased athletic program visibility by 20%.

## AWARDS

- NCWIT Aspirations in Computing - Regional Winner '22
- University of San Francisco - Presidential Scholar
- Delta Sigma Theta Sorority, Inc. Scholarship
- American Public University System Scholarship