



Eliaz is a San Francisco-based art director and designer who makes campaigns that spread. With 3+ years in marketing and media production, they specialize in work that people steal off walls, repost, and make their own. Expert in motion graphics, interactive design, and internet culture.

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## EDUCATION

### University of San Francisco · May 2026

Bachelor of Arts in Design, Honors · GPA 3.9  
Computer Science & Advertising Minor

## SKILLS

Adobe Creative Suite	Copywriting
Figma + Adobe XD	Motion Graphics
Art Direction	Video Editing

## CREATIVE LEADERSHIP

### Director

College Players · Fall 2024, Spring 2025

- The Rocky Horror Picture Show (Fall 2024): Directed production and shaped campaign visual identity; 362 attendees, the largest turnout in recent years.
- The Guy Who Didn't Like Musicals (Spring 2025): Sold out all three shows with a campaign that leaned into the cult musical's internet fanbase. Archival footage hit 24k YouTube views.

### Team Captain and Performer

Awkward Silence · Aug 2022 - Present

- Lead and mentor 15 performers in USF's improv comedy troupe through weekly practices and monthly live shows.
- Launched viral social media and print ad campaigns using trending topics and memes, resulting in a 40% increase in show attendance.

## AWARDS

### USF Ad Program Showcase 2025

Judged by Goodby Silverstein & Partners and Barrett Hofherr

- **Best of Show**  
Cheetos, *"The Art of the Crunch"*
- **Best Art Direction**  
ACLU, *"Amplify"* direct mailer
- **Best Strategy**  
NAMI, *"NAMI Fixes What Breaks Us"*

## WORK EXPERIENCE

### Junior Designer

The Graphics Center · Aug 2025 - Present

- Concept and design branding for campus organizations and events at USF's student-run agency, with a focus on campaigns that get organic reach.
- Design event posters, logos, merch, playbills, and digital ads. Recent projects: College Players productions, CAB Field Day identity, editorial illustrations for The Foghorn.
- Created internal marketing and social content that strengthened the studio's visual identity.

### Marketing Coordinator

College Players · May 2024 - Present

- Art direct marketing campaigns for USF's student-run theater organization, including season posters, social content, and promotional video.
- Partner with Graphics Center designers on visual identity; work with media outlets on coverage that grew audience reach 60%.
- Shoot and edit behind-the-scenes reels and TikToks; 15% social engagement lift.
- Design membership cards, playbills, and season brochures distributed at marketing events and productions.

### Performing Arts Media and Marketing Assistant

University of San Francisco · Sept 2023 - May 2025

- Grew Instagram and Facebook engagement 150% by shifting from simple announcements to content worth watching.
- Collaborated with the Project Manager to develop social content tied to campaign goals.
- Wrote copy for social campaigns; 25% engagement boost.

### Athletics Creative Media Assistant

University of San Francisco · Nov 2022 - May 2023

- Produced short-form sports content for TikTok and Instagram with fast turnarounds and game-day energy.
- Designed promotional videos for the Sobrato Center LED boards, enhancing game-day experience for 11,000+ attendees.
- Collaborated with Creative Media team on content strategy; 20% increase in athletic program visibility.