

HARRISON G. SHRAIR

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I am a **creatively driven** Communications Studies and Graphic Design student with a **passion to create important effective and impressive content.**

Skills

- 8+ Years Experience of Photoshop, InDesign, and Illustrator
- Web Design
- Google Analytics/SEO
- Social Media Management and Coordination (Instagram, Twitter, Facebook, Medium)
- Filming/Photography
- Picture/Video Editing
- Media and Branding
- Event Planning and Coordination
- Television and Film Analysis and Critique
- Multi-Tasking
- Good Communication skills
- Strong work ethic - Attention to Detail
- Sales

Experience

Digital Media Marketing Specialist

April 2020 - Present

Joseph Freedman Co., Inc.

Springfield, MA

- Website Design
- Google Analytics/SEO
- Social Media Coordination

Account Executive Intern

Jun 2019 - July 2019

Raven Executives Inc.

West Hartford, CT

- Completed an Internship as an Account Executive at Raven
- Worked on Comcast Xfinity's direct marketing campaign
- Learned the five-step program on persuasion
- Gained important skills in communications, sales, leadership and marketing

Social Media Coordinator / Camp Counselor

Jun 2017 - Aug 2018

Camp Tevya

Brookline, NH

- Promoted camp brand and strengthen in-season and off-season marketing to help draw in prospective families
- Used creative marketing skills like the use of Stories to help keep current families of the campers updated
- Learned multi-tasking and how to remain calm in stressful situations due to balancing my day job at Tevya as a social media coordinator with my duties as a overnight camp bunk counselor

Ski Instructor

Dec 2013 - Apr 2016

Okemo Mountain Resort

Ludlow, VT

- Supervised and instructed new skiers ages 4-10 in private and group lessons.
- Worked weekends and holidays during the winters

Education

Bachelor of Arts: Communication Studies - Art Minor (Graphic Design)

2019

University of Rhode Island

Kingston, RI

- Harrington School of Communication and Media - Cum Laude
- Dean's List Spring Semester 2016 - Spring 2019