

# Elizabeth Welcyng

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<https://lizwelcyng.com>



## EXPERIENCE

- 7/10/2023 - present** **MERCHANTS DISTRIBUTORS - HICKORY, NC**  
**Advertising Specialist**  
Created custom ads, flyers, and signage for grocery chains like Piggly Wiggly, IGA, and Galaxy stores. Produced specialty animations to enhance brand storytelling. Authored Comprehensive Standard Operating Procedures to streamline workflow for in office and remote teams.
- 2022 - 2023** **PUBLIC RELATIONS SPECIALIST - ONEONTA, NY**  
**Eta Kau Pi - Computer Art Club**  
**Oneonta Roman Catholic Student Association (ORCSA)**  
Crafted copy for diverse print and digital media to enhance brand messaging. Work-shopped and executed new campaigns to drive engagement and awareness. Established cohesive brand standards across social media channels, strengthening brand presence and consistency.
- 2015 - present** **FREELANCE DESIGNER -**  
**Multi-Media Design Work**  
Worked diligently with clients to create Graphics/Animations/Video/Photos/Illustrations that suited their needs. Previously collaborated with Alicia Thompson and Queensbury High School creating animations.
- 3/5/2021 - 3/4/2022** **SHEETLABELS INC.- QUEENSBURY, NY**  
**Design Support Associate**  
Worked closely with clients to create custom-designed labels. Tasks included proofing, sizing, and adjusting pieces to be print-ready. Operated in Adobe Illustrator and Photoshop.
- 2018 - 2020** **REGAL ENTERTAINMENT - QUEENSBURY, NY**  
**Cast member**  
As a cast member I welcomed and educated customers on services offered, fulfilled personalized orders, managed money, and was responsible for maintaining a hygienic and organized environment.

## EDUCATION

- 2020 - 2023** **SUNY ONEONTA**  
**Oneonta NY, 13820**  
Obtained a Bachelor of Fine Arts with a concentration in Animation and Illustration May 2023.
- 2018 - 2020** **SUNY ADIRONDACK**  
**Queensbury NY, 12804**  
Studied within the Digital Media Arts, earning 32 college credits.

## SKILLS

Adobe Photoshop Certified  
Adobe Illustrator  
Adobe Premiere Pro  
Adobe Indesign  
Adobe After Effects  
Maya  
Wix.com  
Wordpress.com  
Procreate  
Canva

## EXHIBITIONS & PUBLICATIONS

- 2023**  
Annual Student Juried Art Exhibition,  
SUNY Oneonta, Martin-Mullen Gallery Fine Arts Center SUNY Oneonta, Oneonta, NY
- 2023**  
Art and Scope Magazine, Spring Issue 2023

## SOCIAL MEDIA

Lizzie Welcyng - Linked In  
@lizwelcyng - Instagram  
@lwelcyng - YouTube

## REFERENCES

- Rachel Ivan-**  
**Advertising Specialist**  
E: rachel1315@yahoo.com  
T: (704) 650-6043
- Charles Munro -**  
**ECCA New Media Teacher**  
E: cmunro@wsweboces.org  
T: (518) 480-7141
- Alex Martino-**  
**Newscast Director**  
E: martinoalex2002@gmail.com  
T: (518) 769-0484
- Alicia Thompson-**  
**Senior Graphic Design Specialist**  
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