

Emma Wegmiller

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Professional Summary

Versatile Graphic Designer and Brand Manager with 7+ years of experience leading visual communications, multimedia production, and marketing strategy for a commercial construction firm. Expert in Adobe Creative Suite, brand development, marketing design, photography, videography, and digital media production. Proven ability to manage large creative projects, produce compelling visual content across multiple platforms, and support business development through high-impact proposals and presentations.

Skills

Design

Brand Identity • Print Design • Layout & Typography • Marketing Collateral • Presentation Design • Environmental Graphics

Software

Adobe Creative Suite (Illustrator, Photoshop, InDesign, Lightroom, Premiere Pro, After Effects, Bridge)

Media Production

DSLR Photography • Videography • Video Editing • Digital Asset Management

Marketing

Copywriting • Social Media Content • Website Management • Proposal Design • Brand Strategy

Education

Bachelor of Graphic Design
North Carolina State University, 2018

Professional Experience

Brand and Media Manager

G.L. Wilson Building Company — Statesville, NC
2018 – Present

Lead all branding, visual communication, and multimedia production for a commercial construction company, overseeing design, marketing materials, digital media, and proposal development.

Graphic Design & Branding

- Design high-impact marketing materials including billboards, sponsorship assets, signage, presentations, job fair materials, banners, and print collateral.
- Create internal company assets including manuals, informational packets, signage systems, maps, apparel graphics, and branded documentation.
- Develop creative assets for community and nonprofit partners, including logos, newsletters, invitations, booklets, and event materials.

Multimedia Production

- Plan and execute construction photography and videography across active job sites.
- Direct drone photo and video sessions to capture project milestones and marketing content.
- Produce and edit video content using Premiere Pro, After Effects, and Media Encoder.

Digital Asset & Media Management

- Designed and implemented a digital archive system managing 500,000+ photo and video assets.
- Organize, catalog, and maintain media libraries using Adobe Bridge and Lightroom.

Marketing & Communications

- Write copy for advertising, presentations, social media, website content, and press releases.
- Manage company social media presence and monitor engagement analytics.
- Strengthen brand visibility through consistent visual identity across platforms.

Website & Digital Presence

- Led the complete redesign and redevelopment of the company website.
- Manage ongoing updates, hosting, and domain administration.

Proposal & Presentation Design

- Design professional proposal packages and interview presentations for commercial construction bids.
- Coordinate with architects, engineers, and project managers to produce compelling marketing proposals.