

ERIN GRAPHICS

Erin Giaccio

Senior Graphic Designer
Marketing Consultant

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erinGraphics.com

SKILLS

- > Adobe Creative Cloud
- > HTML & CSS
- > Wordpress
- > Email Marketing
- > Social Media Marketing & Design
- > Web Design
- > Print Design
- > Marketing Plans
- > Analytics

EDUCATION

Villanova University

Bachelor of Science
in Business Administration

1990 - 1994

Parsons The New School

Graphic Design Certificate

1994 - 1996

PRO BONO

Graphic Design / Marketing

- > Park City Soccer Club
- > Wasatch Freestyle
- > Intermountain Freestyle
- > Rocky Mountain Freestyle
- > Vail Soccer Club

Volunteer

- > Park City Nuzzles & Co.

PROFILE

I am a Senior Graphic Designer and Marketing Consultant with over 25 years of creating marketing solutions that produce results for businesses of all sizes in every corner of the globe. I love to build brands and produce action, digging in deep from conception to completion for clients that are as passionate about their work as I am!

PROFESSIONAL

Eagle Springs Golf Club | Vail, CO 06/2016 – present
Communications Director

- >>> Increase effective club-to-member communication by conceptualizing and designing weekly email newsletter providing current club news.
- >>> Creation of all event print and digital marketing to provide clear communication to boost member engagement, interest and registrations.
- >>> Creation of end-of-season digital newsletter to build member relations.
- >>> Maintain club web site to uphold branding and communication of club for ease of use and clear club policies.

Trifitness | Fairfield, CT 05/2010 - present
Senior Designer, Marketing Consultant

- >>> Conceptualize and create all company event marketing to maintain a high level of event awareness and drive registration.
- >>> Conceptual and create content for social media posts that will drive users to company web site and registrations.
- >>> Track marketing performance metrics and adjust marketing plan accordingly to increase sales and achieve goals.
- >>> Maintain and build upon web site to uphold company branding, engage with clients, and to provide clear communication of services offered to drive sales and registrations.

Coldwell Banker New Homes | Danbury, CT 03/1998 – present
Senior Designer

- >>> Creation of new home floor plans to aid in marketing campaigns for driving sales of new homes and new home developments.
- >>> Brand creation of new home development to build awareness, increase potential buyer engagements, and increase home sales. Branding includes development logo creation, site map designs, floor plan drawings, home print, and digital advertisements, and web site creation and updates.

erinGraphics | Park City, UT 09/1998 - present
Senior Designer, Marketing Consultant

- >>> Provide strategic marketing plans, creative design, and clear communications from conception to completion to increase engagements and sales.
- >>> Track and provide measurable results for creative marketing and strategically adjust the plan to continue to work toward and achieve results goal.

Creations: Print Collateral, Brand Identity, Email Campaigns, Email Newsletters, Web Site Creation, Logo Design, Social Media Design, Infographics, Event Marketing, Invitations, Annual Reports, Newsletters, Magazine ads

Portfolio: erinGraphics.com

MSCO | White Plains, NY 03/98 – 03/00
Director of New Media, Interactive Consultant

- >>> Established and managed interactive division that produced digital solutions alongside current print offerings to implement a complete marketing solution, which in turn produced higher results.