

# ERIN GRAPHICS

## Erin Giaccio

Senior Graphic Designer  
Marketing Consultant

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erinGraphics.com

## SKILLS

- > Adobe Creative Cloud
- > Print Design / Marketing
- > Web Design / Marketing
- > Social Media Design / Marketing
- > HTML 5
- > CSS
- > Wordpress
- > Animation Creation

## EDUCATION

### Villanova University

BSBA - Marketing

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

### Volunteer

- > Meals On Wheels

## PROFILE

I am a Senior Graphic Designer and Marketing Consultant with over 25 years of creating marketing solutions that produce results. I love to build brands and produce action, digging in deep from conception to completion.

portfolio: [erinGraphics.com](http://erinGraphics.com)

## PROFESSIONAL

**Eagle Springs Golf Club** | Vail, CO ..... 06/2016 – present

Senior Graphic Designer, Marketing Consultant

>>> Conceptualize and design all club communications to ensure clear and engaging member communication. Creations include weekly email newsletter, tournament email invitations, event information and summaries, new member digital and print directory, print employee directory, and end-of-season digital newsletter to build member relations.

**Ski 'N See** | Salt Lake City, UT ..... 03/2021 - present

Senior Graphic Designer

>>> **Ski 'N See:** Design of all company marketing initiatives to maintain and gain rental customers. Creations include print marketing, billboard designs, social media marketing (Instagram stories, posts, and Facebook posts), HTML 5 banner ads, in-store signage, and annual gear sale marketing materials (billboards, 4-fold mailer, social media posts, and html5 banner ads.)

>>> **UtahSkis.com:** Design of all company marketing initiatives to sell ski gear through the utahskis.com online store platform. Marketing creations include multiple weekly emails, social media marketing (Instagram stories, posts, and Facebook posts), utahskis.com web design, and HTML 5 banner ads.

**Triftness** | Fairfield, CT ..... 05/2010 - present

Senior Graphic Designer, Marketing Consultant

>>> Conceptualize and create all company event marketing to maintain a high level of event awareness and drive registration. Marketing creations include graphic content for social media posts, event print, and digital marketing to gain awareness and event registrations. In addition, design and build upon the Triftness website to uphold company branding, engage with clients and provide clear communication of services offered.

**Coldwell Banker New Homes** | Danbury, CT ..... 03/1998 – present

Senior Graphic Designer, Marketing Consultant

>>> Conceptualize and design marketing materials for new home developments to build awareness, increase potential buyer engagements and home sales. Development branding includes logo creation, site map designs, floor plan drawings, print and digital advertisements, and website creation and updates.

**erinGraphics** | Park City, UT ..... 09/1998 - present

Senior Graphic Designer, Marketing Consultant

>>> Provide strategic marketing plans and creative design from conception to completion. Track and provide measurable results for creative marketing and strategically adjust to continue working toward and achieving results goals. Creations include print marketing, digital marketing and social media marketing.

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**MSCO** | White Plains, NY ..... 03/98 – 03/00

Director of New Media, Interactive Consultant

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