

ERIN GRAPHICS

Erin Giaccio

Senior Graphic Designer

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I am a Senior Graphic Designer passionate about creating high-quality designs to help businesses market their products and services in print and on the web. From conception to completion, I love to dig deep, producing work that creates action by engaging customers and building brand awareness.

EXPERIENCE

Senior Graphic Designer, Creative Manager

erinGraphics.com (Park City, UT)

1998 - present

- Create high-quality, action-provoking print, social and digital marketing that is seamlessly aligned with the client's creative endeavors and aspirations.
- Oversee, organize, and manage all projects from conception to completion.
- Clients include: Coldwell Banker New Homes, Trifitness, Pascal Fuchs Chef, Vail Interfaith Chapel, Wasatch Freestyle, Eagle Springs Golf Club, KTC Consulting, Ski 'N See, UtahSkis.com, Rocky Mountain Freestyle

Senior Graphic Designer, Marketing Consultant

Eagle Springs Golf Club (Vail, CO - remote)

06/2016 - present

- Collaborate with the internal team to create club communication pieces to deliver information clearly and informatively to club members.
- Design and code weekly email newsletter. Ensure email is reviewed, updated, and finalized by the weekly deadline. Input code into Club Systems software for delivery to the club member database.
- Design all tournament and event invitations to adhere to club aesthetics and branding. Tournament emails are designed for delivery in print and coded for email.
- Design and code seasonal employee and member directories. Directories are designed as a booklet/brochure to be printed, as well as coded as an online e-brochure.
- Maintain club website within Club Systems software.
- Meet with the internal team weekly to review daily marketing needs. Design, manage, and provide deliverables as needed.

Senior Graphic Designer

Ski 'N See (Salt Lake City, UT - hybrid)

03/2021 - 11/2022

- Designed all marketing initiatives to increase product sales at utahskis.com. Coded and designed multiple weekly emails sent to a 70,000+ customer database, highlighting inventory sales, products, and brands. Email open and click-through rates doubled after I redesigned email. Created animated Facebook and Instagram social media posts and stories to support sales.
- Designed event marketing for Ski-A-Rama, Utah's largest Annual Ski Gear Sale. Deliverables included billboards, direct mail, social media, in-store signage, t-shirts, and HTML 5 ads.
- Collaborated and designed all marketing for 14 Ski 'N See rental stores. Projects included in-store signage, service menus, communication emails, HTML 5 ads, social media posts and stories, and rack cards.

Senior Graphic Designer

Coldwell Banker New Homes (Danbury, CT - remote)

05/1998 - 06/2016

- Design of logo and branding for new real estate developments.
- Illustration of new construction development's print and digital site maps and floor plans.
- Design, create, and maintain new development HTML websites.
- Design print and digital ads marketing new home developments.

EXPERIENCE (continued)

Director of New Media

MSCO (White Plains, NY - hybrid)

03/1998 - 03/00

- Designed and produced interactive digital presentations CDs for corporate meetings.
- Performed all company video editing and producing.

Production Artist

Weiss, Whitten, Stagliano (New York, NY)

02/1997 - 03/1998

- Created visual materials for client presentations. Produced graphic design for all project material for pre-production, packaging design, photographic retouching, print production, and web design.
- Clients Included: Barnes & Noble, Bucks County Coffee, Courvoisier Cognac, The Economist, Ferrari, Grant Thornton, Guinness Import Co., Tres Tequila, The Whitney Museum

Account Manager, Graphic Designer

O Design Group (New York, NY)

12/1995 - 02/1997

- Manager and graphic designer for all Miramax projects. Projects included final designing and overseeing print production of current movie magazine ads, newspaper ads, posters, and invitations.
- Clients Included: Miramax, Salvatore Ferragamo

VOLUNTEER

- Park City Soccer Club — maintained and updated event information on iPhone application
- Wasatch Freestyle — design and maintain web site
- Intermountain Freestyle — design and maintain web site
- Rocky Mountain Freestyle — design and maintain web site, provide on-call graphic design needs (recipient of the Bunting Award for service from Rocky Mountain Freestyle)
- Meals on Wheels — Deliver meals to home-bound residents weekly

EDUCATION

- Villanova University — (1994) BSBA, Marketing

SKILLS

- Adobe Creative Suite
- Video Editing — Premiere, After Effects
- HTML, CSS
- Proficient in various email programs — Mailchimp, Constant Contact, Ascent, Club Systems
- Proficient in various project management / collaboration software — Figma, Trello, Monday, Celoxis, Proofhub
- Extremely organized and attentive to details
- Leadership and problem-solving experience
- Highly effective communicator
- Collaboration talent - receives feedback well and has a high ability to translate feedback into effective results
- Digital savvy — minimal learning curve in becoming adept with digital tools and platforms