

ERINGRAPHICS

Erin Giaccio, Senior Graphic Designer, Marketing Consultant

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I am a Senior Graphic Designer and Marketing Consultant with over 25 years of experience creating solutions that produce positive results. I am passionate about design and thrive on putting my creativity to work.

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Digital & Print Design — Adobe Creative Cloud, HTML 5, CSS, WordPress, Email HTML, Responsive Design, Video Production, Animation
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ERINGRAPHICS Senior Graphic Designer, Marketing Consultant1998 - present

>>> Provide strategic and creative deliverables from conception to completion. Track and provide measurable results. On-call to produce daily needs of graphics and marketing.

- ▶ conceptualize, design and produce strategic company branding
- ▶ print design and production (flyers, ads, posters, signage, logos, packaging, mailers, company gifts, ads, brochures, booklets)
- ▶ web design and coding (HTML 5, WordPress, CSS)
- ▶ email design and coding
- ▶ social media marketing (dynamic Instagram and Facebook stories and posts, video editing and after effects)
- ▶ HTML 5 banner ads
- ▶ design and coding of presentations (Apple keynote, Microsoft PowerPoint, Google slides)
- ▶ proficient: Adobe Creative Suite, Microsoft Office Applications
- ▶ proficient: imagery, typography, graphics and layout
- ▶ erinGraphics.com

SKI 'N SEE Senior Graphic Designer 03/2021 - present

>>> UtahSkis.com: Conceptualize and design all company marketing initiatives to increase sales of ski and snowboard product inventory through the utahskis.com online store platform. On-call to produce all company graphics, digital assets and marketing daily needs.

- ▶ conceptualize, design and coding of multiple weekly emails targeting sales of featured products and brands
- ▶ conceptualize, design and coding of social media marketing (Instagram & Facebook stories and posts), video editing and after effects
- ▶ design and coding of utahskis.com (WordPress)
- ▶ conceptualize, design and design and coding of HTML 5 banner ads

>>> Ski 'N See: Design of all company marketing initiatives and communications to maintain and gain rental customers. Conceptualize and design all marketing initiatives for the annual ski and snowboard blowout sale.

- ▶ conceptualize, design and design and coding of social media marketing (Instagram & Facebook stories and posts)
- ▶ conceptualize, design and design and coding of HTML 5 banner ads
- ▶ vdesign and coding of customer communication emails
- ▶ design and production of in-store signage and billboards
- ▶ design and production of event marketing (mailer, postcards, signage, digital assets) for the annual ski sale

EAGLE SPRINGS GOLF CLUB Senior Graphic Designer, Marketing Consultant06/2016 - present

>>> Conceptualize and design all club communications to ensure clear and engaging member communication. Creations to continue the club brand identity. On-call to produce all company graphics and marketing daily needs.

- ▶ conceptualize, design and coding of weekly email newsletter
- ▶ conceptualize, design and production of event emails and print invitations
- ▶ conceptualize, design and coding of event information and event summary emails
- ▶ conceptualize, design and production of new member digital and print directory, employee print and digital book
- ▶ conceptualize, design and coding of end-of-season e-newsletter

TRIFITNESS *Senior Graphic Designer, Marketing Consultant*05/2010 - present

>>> Conceptualize and design all event marketing to produce a high level of event awareness and communications and increase event registrations. On-call to produce all company graphics and marketing daily needs.

- ▶ design and production of print event flyers
- ▶ design and coding of social media marketing (Instagram & Facebook stories and posts)
- ▶ design, coding and maintaining of triffitness.net to reflect current company and event information
- ▶ design and production of event awards and product gifts

COLDWELL BANKER NEW HOMES *Senior Graphic Designer, Marketing Consultant*1998 - present

>>> Conceptualize and design marketing materials for new home developments to build awareness and increase potential buyer engagements and home sales.

- ▶ design of new construction development's branding
- ▶ design of new construction development site maps
- ▶ design of new construction floor plans
- ▶ design of print and digital advertisements
- ▶ design, coding and maintaining of new development websites

MSCO *Director of New Media, Interactive Consultant* 03/1998 - 03/00

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

- ▶ design and coded interactive digital presentations
- ▶ design and produced video production

PRO BONO

- ▶ **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

EDUCATION1990 - 1996

- ▶ **Villanova University** — BSBA (1994) - Marketing
- ▶ **Parsons The New School** — Graphic Design Certificate (1996)