

ERIN KERR

EDUCATION

Bachelor of Fine Arts (B.F.A.),
Graphic Design & Marketing
University of Massachusetts
Lowell | GPA 3.8, Dean's List

SKILLS

Adobe Suite

Photoshop
Illustrator
InDesign
After Effects
Lightroom
Premiere Pro
Bridge
XD
Express
Dimension
Animate

Technical Skills

HTML & CSS
WordPress
SquareSpace
Figma
Shopify
TargetBay
Constant Contact
Audacity
Axure
DSLR camera

AWARDS

- ◇ Student Advisory Board
January–April 2023, UML's
Marketing Department

RELEVANT WORK EXPERIENCE

Graphic Designer & Project Manager

Emanio Creative Agency / August 2023 – Present

- ◇ Designed print & digital deliverables, ensuring brand consistency
- ◇ Project management from conception through execution while meeting deadlines
- ◇ Nurtured client relationships & collaborated to reach design goals
- ◇ Used communication skills to lead presentations of design work & respond to feedback
- ◇ Revamped email marketing campaigns & increased click rate by 67%
- ◇ Collaborated & coordinated with copywriters, printers, and web developers to deliver final products to clients in a timely manner

Photographer

University Relations UML / October 2022 – May 2023

- ◇ Photographed live events & staged scenarios for social media platforms & website
- ◇ Designed motion graphics content for social media
- ◇ Ideated conceptual media campaigns & implemented them
- ◇ Coordinated scheduling between contacts for photo shoots

Graphic Design Intern

Office of Multicultural Affairs UML / June 2022 – August 2022

- ◇ Created informational brochures, fliers, banners etc
- ◇ Balanced long term & short term advertising design projects
- ◇ Introduced design concepts to non-design team members

Media and Visibility Intern

Student MASSPIRG / February 2021 – May 2021

- ◇ Developed media strategy for Clean Act campaign
- ◇ Developed graphics adhering to brand guidelines while utilizing industry trends
- ◇ Managed a team of 5-10 volunteers

ADDITIONAL WORK EXPERIENCE

Technical Officer

Off-Broadway Players UML Theater Co. / December 2019 – May 2023

- ◇ Assembled and managed a production team (10-15 designers)
- ◇ Acted as a liaison between actors and production team
- ◇ Consulted on budget decisions