


erikadavies

graphic designer



Contact

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Education

Bachelor of Arts in Fine Arts

Franklin College | 2016

Major: Graphic Design

Minor: Photography

Skills + Certifications

Software

InDesign	Lightroom
Photoshop	Bridge
Illustrator	Microsoft Office
Premiere Pro	Mac & PC Proficient
Acrobat	Slack

Workplace Abilities

Leadership & Teamwork	Customer Service
Creativity	Decision Making
Delegates Responsibility	Event Coordination
Time Management	Conflict Resolution
Adaptability	Detail Oriented

Inbound Certification

HubSpot Marketing | 2017 - 2019



Experience

Graphic Designer & Photographer

Hy-Pro Filtration | 2017 – 2019

- Designed marketing materials including product literature, website content, trade show and promotional materials to reinforce brand and strengthen association as knowledge leader within the industry.
- Created print and web advertisements for international trade publications to raise brand awareness on a global scale.
- Managed design of case study and new product literature publications, ensuring consistency through maintaining brand standards.
- Trained summer intern on Adobe Creative Cloud programs through daily guidance and detailed instructions to ensure accuracy of work and development of efficient workflows.
- Designed marketing materials including product literature, website content, trade show and promotional materials to reinforce brand and strengthen association as knowledge leader within the industry.

Graphic Design & Marketing Intern

Dixie Chopper (A Textron Company) | 2016

- Generated promotional mailings to target potential dealers and customers. Performed market research and analysis as it pertained to lead generation. Designed different forms of advertisement for different dealers.
- Leveraged new and existing vendor relationships to create promotional items and apparel. Worked with Public Relations Specialist to develop visual communications for dealers, customers, and industry publications.
- Assisted in the planning, coordination, and execution of trade shows.

Graphic Design & Branding Intern

Franklin College Academic Resource Center (ARC) | 2016

- Created and established a brand identity that separated ARC from other departments on campus. Developed the brand style guide as a reference tool to ensure consistency in future advertising.
- Designed different forms of advertisement to promote learning programs available to students.

Senior Graphic Design Mentor

Franklin College Supplemental Instructors | 2016

- Supported and encouraged first-year and transfer students through one-on-one and group meetings.
- Was a knowledgeable guide for new students, a thoughtful facilitator who provided access to people and resources.
- Provided creative feedback, suggestions, strategies, and techniques for the students to better their skill sets in design, as well as the Adobe programs.