



erikamitchell

graphic designer
owner of [erikadaviesdesign](http://erikadaviesdesign.com)



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Education

Bachelor of Arts in Fine Arts
[Franklin College | 2016](#)
Major: Graphic Design + Photography

Skills + Certifications

Software

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

Workplace Mannerism

Leadership & Teamwork	Customer Service
Creativity	Decision Making
Project Management	Deadline Oriented
Time Management	Conflict Resolution
Adaptability	Detail Oriented

Inbound Certification

[Hubspot Marketing](#)



Experience

Graphic Designer & Lead Photographer

[Hy-Pro Filtration | 2017 – present](#)

- Designed brand assets and marketing materials including product literature, print and digital advertising content, trade show and promotional materials.
- Created and tailored print and web advertisements published in worldwide industry specific trade publications for print and digital distribution. Managed case study and new product literature publications.
- Helped supervise the summer marketing Intern. Trained on strategies and techniques within the Adobe programs. Created detailed instructions for intern's job tasks while providing guidance on daily responsibilities.
- Photographed products, enhanced, edited, and isolated images for use in literature and promotional materials.

Graphic Design & Marketing Intern

[Dixie Chopper | 2016](#)

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

Graphic Design & Branding Intern

[Franklin College Academic Resource Center | 2016](#)

- Created and established a brand identity that would separate ARC from other departments on campus. The ARC's brand style guide created is used as a reference tool to help maintain consistency throughout future advertisement.
- Designed different forms of advertisement to promote learning programs available to students.

Senior Graphic Design Mentor

[Franklin College Supplemental Instructors | 2016](#)

- Served to support and encourage First Year and Transfer student 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 student to better their skill sets in design, as well as the Adobe programs.