



ART DIRECTOR

GRAPHIC DESIGNER

CREATIVE LEADER

BRAND STRATEGIST

PROBLEM SOLVER

STORYTELLER

IDEA GURU

CRITICAL THINKER

CONCEPT BUILDER

MARKETING MIND

COMMUNICATOR

PLANNER

COPYWRITER

PHOTOGRAPHER

ILLUSTRATOR

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**ERIN DEELEY**

TO.EDEELEY@GMAIL.COM

860.930.6955

ERINDEELEY.COM

## EXPERIENCE

### SENIOR ART DIRECTOR & DESIGNER

**FRESH PRODUCE** *Boulder, CO // 2011 to Present*

Acts as the primary creative authority for a women's lifestyle apparel brand, responsible for guiding the company forward with authenticity, clarity and consistency. Leads the in-house creative team across all retail, online, wholesale and omnichannel marketing efforts. Responsible for planning, art direction, design and delivery of lifestyle photography, direct mail, catalogs, retail signage and collateral, print and digital advertising, email campaigns, website creative and all other brand communication.

### GRAPHIC DESIGNER

**SHEPLEY BULFINCH** *Boston, MA // 2007 to 2011*

Focused on the stewardship of the firm's brand and graphic identity as an integral member of the in-house marketing team, reporting to the Creative Director. Strategically developed & designed brochure and print collateral, infographics, direct mail, reports, presentations, templates and website updates. Contracted for client identity and wayfinding projects as additional services.

**\*2012 Winner, Print Magazine Regional Design Annual for work with Harvard Business School\***

### MARKETING COORDINATOR

**KALLMANN MCKINNELL & WOOD** *Boston, MA // 2005 to 2006*

Developed layout and content for proposals, awards and client presentations – engaged from conceptual design through production, reporting to the Marketing Director. Restructured and managed extensive visual asset library.

## EXPERTISE

Adobe InDesign, Illustrator, Photoshop, Acrobat, Bridge, Flash, Dreamweaver, Lightroom // Microsoft Office & Outlook // Basic HTML & CSS // Wordpress // Magento // Bronto & MailChimp

## EDUCATION

**NORTHEASTERN UNIVERSITY** *Boston, MA // 2002 to 2006*

Bachelor of Science in Graphic Design

Minor in Business Administration