

ERIN E. COWELL

508.789.3542 | erin.cowell@outlook.com | linkedin.com/in/erin-cowell | erincowelldesign.com

An award-winning Art Director with 10+ years of creative leadership experience, executing brand strategy through aspirational storytelling across all channels that drive revenue and boost brand awareness. Industries include: retail, legal, tech, commercial real estate, startups, and non-profits. Partners with creative directors, copywriters, and key stakeholders to develop innovative solutions and deliver digital and print media experiences.

- Team Management/Mentorship
- Art Direction
- Logo and Identity Design
- Branding Strategy
- Photography/Video/Motion Design
- Multimedia Campaigns
- Illustration/Infographics/Data Visuals
- Creative Processes/Workflow
- Interior/Environmental Graphics

PROFESSIONAL EXPERIENCE

Art Director (Contract)

Rhize 09/2023 to present

- Led the development of creative concepts across all channels, ensuring alignment with brand guidelines and strategic objectives to deliver impactful, cohesive campaigns
- Art direct a remote design team, reviewing work, providing strategic feedback, upholding brand standards and guidelines, and fostering a visionary approach to inspire high-level conceptual execution and creativity
- Developed a comprehensive brand book, detailing brand strategy, visual identity, and application guidelines to ensure consistent brand messaging across all platforms and touchpoints
- Optimized workflow and enhanced the creative process by implementing efficient systems and fostering collaboration, resulting in streamlined project delivery and improved team performance
- Develop visually compelling presentations and marketing materials that resonate with diverse audiences and drive impact

Art Director, Sr Digital Designer (Contract)

HomeGoods — TJX Companies 09/2021 to 10/2023

- Partnered with the copywriting team to create branded email campaigns aimed at driving in-store visits and boosting e-commerce conversions
- Directed the photography of in-store merchandise for use in digital channels, such as email, websites, and social media, enhancing customer engagement and driving sales
- Successfully presented to leadership and marketing teams, communicating how the work will directly contribute to the goals of the project objectives
- Created design assets for both digital and print media, playing a pivotal role in shaping the brand identity that visually represents the company's core mission and offerings

Art Director, Content Strategist (Contract)

Rock that Creative Job 03/2021 to 09/2021

- Developed overarching content strategy, editorial calendar, and guided all creative to establish and maintain all visual standards and guidelines
- Conducted competitive analysis, managing all deliverables from initial concept through final execution.
- Analyzed market research to provide strategic insights for test creatives across digital platforms, creating a streamlined system to manage cross-channel campaigns
- Stewarded all aspects of creative brand expression, infusing it across all channels to ensure brand consistency while also managing branding guidelines, core assets, and tools
- Wrote social media copy, analyzed performance metrics, optimized content, and provided overarching art direction for all branded visuals

Senior Graphic Designer

JLL 05/2019 to 10/2020

- Developed targeted marketing strategies and produced property marketing materials to drive activity for JLL's exclusive agency assignments, enhancing brand identity through tailored, websites, emails, videos, promotional items, and achieving an increase in lead engagement

- Worked directly with clients, supporting larger marketing initiatives including marketing centers, video brochures, and events, creating a more immersive and visually-appealing environment for potential customers
- Sourced and collaborated with external vendors across photography, web, print, and video to ensure high-quality deliverables
- Mentored to mid-level and junior designers, providing guidance to ensure that all creative materials met high-quality standards and aligned with marketing objectives
- Collaborated with marketing and design teams on digital and printed communications to ensure business objectives and deadlines were met

Creative Manager

Energy Federation Inc. 04/2012 – 09/2018

- Led and executed the strategic direction for marketing projects including branding, omni-channel campaigns, exhibit design, logo development, white papers, digital ads, infographics, and social media content from concept through production
- Provided art direction for brand campaigns, successfully meeting the objectives of over 10 large nationwide utility clients and achieving high levels of customer satisfaction
- Designed interior graphics, exhibit experiences, signage, wayfinding systems, and themed environments for corporate and client brands
- Oversaw creative efforts for a \$2M statewide energy-efficiency utility program that successfully reached all revenue goals

Lead Graphic Designer

Conservation Services Group 09/2000 – 03/ 2012

- Led a corporate rebranding campaign that included ads, exhibit design and tradeshow materials, stationery system, white papers, infographics, and business forms

AWARDS / AFFILIATIONS

Membership in AIGA since 2002

Communicator Award Gold / Hermes Creative Award Gold / Communicator Award Silver / Hermes Creative Award Silver / IHAF Award Gold / IHAF Award Silver

EDUCATION

Salem State College

Bachelor of Arts in Graphic Design (BA)

Minor: Communication/Advertising

SOFTWARE

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Sketch, Microsoft Word, Excel, Powerpoint, Facebook Analytics, Hootsuite, Eloqua, Workday, Microsoft Teams, Workfront

VOLUNTEER

AIGA Boston Mentorship Program / Mentor

Girls on the Run / Coach & Gala Committee Silent Auction Chair