

# ERIN E. COWELL

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An award-winning creative professional with the ability to both manage and execute design across all mediums. Successfully translates business strategies into creative solutions while meeting deadlines in a fast-paced and collaborative environment.

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

## PROFESSIONAL EXPERIENCE

### Art Director, Content Strategist (contract) / Rock That Creative Job / 2020–current

- Lead all design work for multiple social media channels and direct the evolution of a fresh brand identity that visually conveys the company's core mission and offerings
- Collaborate with the CEO/Founder to uncover unique and engaging ways to deliver key messages and build related content correctly positioned to targeted audiences to boost lead generation
- Execute competitive analysis, create editorial calendar, content + social media strategies and drive all deliverables from creation to completion
- Analyze market research and provide strategic insight for test-creative in various digital environments, developing a system of tools to manage campaigns across channels
- Steward all aspects of creative brand expression, infusing it across all channels to ensure brand consistency while also managing branding guidelines, core assets, and tools
- Develop overarching content strategy, editorial calendar, and guide all creative to establish and maintain all visual standards + guidelines
- Design and pitch concepts and creative content, execute ideas, plan meeting agendas/brainstorms, and incorporate changes from feedback
- Write social copy, analyze metrics, optimize content, and provide overarching art direction on all branded visuals

### Senior Graphic Designer / JLL / 2019–2020

- Developed strategies, designed and produced property marketing materials to drive activity for JLL's exclusive agency assignments. Materials included branding development of property identities, collateral, websites, emails, videos, promotional items, and other elements
- Conceptualized and designed digital and printed communications
- Worked collaboratively with marketing and design teams to ensure deadlines were met

## AWARDS

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

## TECHNICAL SKILLS

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

## MEMBERSHIPS

AIGA  
Ladies Wine & Design

## EDUCATION

BA Graphic Design  
Minor: Communication/Advertising  
Salem State College, Salem, MA

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- Worked directly with clients, supporting larger marketing efforts including marketing centers, video brochures, and events
- Served as a mentor to mid-level and junior designers in the department, as well as worked with both internal and external resources to ensure the delivery of creative and graphic materials that were both high-quality and effective
- Sourced and worked closely with outside vendors including photography, web, print, and video
- Developed informational graphics to support complex ideas and concepts

## Creative Manager / EFI / 2012–2018

- Executed competitive analysis and led a successful rebranding campaign to position the company as a trusted advisor and leader in energy efficiency
- Designed interior graphics, exhibit experiences, signage, wayfinding systems, and themed environments for corporate and client brands
- Provided art direction on brand campaigns to meet over 10 large nationwide utility client objectives and achieved high levels of customer satisfaction
- Produced creative solutions for all marketing needs including: branding, omnichannel campaigns, exhibit design, logo development, white papers, digital ads, infographics, and social media content from concept through production
- Used heat mapping to determine consumer behaviors and developed effective UX and website concepts based on key insights
- Partnered with internal and external staff for the launch of a B2C e-commerce site and translated strategies through multiple creative assets
- Oversaw creative on a \$2M statewide energy-efficiency utility program that successfully reached all revenue goals
- Art direction for photoshoots and creative direction for training video productions
- Managed and supervised work of creative support team to ensure all client deliverables were on brand

## Lead Graphic Designer / Conservation Service Group / 2000–2012

- Led a corporate rebranding campaign that included ads, exhibit design and tradeshow materials, stationery system, white papers, infographics, and business forms
- Inspired and mentored a team of graphic designers to achieve business goals and guided them in their personal development
- Ensured every project was properly resourced by hiring and managing freelance talent as needed
- Created and executed print design and other various marketing materials from concept through production

## Girls on the Run Volunteer / 2014–Present

Curriculum/Running Coach

Gala Committee Silent Auction Chair

*Erin is a great talent in many ways and I genuinely enjoyed working with her. Erin has a strong tool set of design skills in digital and traditional marketing mechanisms. She has great initiative and worked independently with dozens of internal and external stakeholders to ensure we met deadlines with great creative. She was the “Go-To” person within our organization and supported many people and programs extremely well. In addition to her design skills, Erin is a great person and is a positive and impactful team mate.*

– Mark Willingham  
Senior VP, Marketing

*During Erin’s tenure with EFI she has almost single-handedly created and managed EFI’s brands, including the conceptualization and design of EFI’s award-winning logos, development of the organization’s brand guidelines, the design and production of marketing materials, as well as creating an asset management tool. She has been invaluable in supporting the marketing initiatives of EFI’s utility clients throughout the United States. Without question, Erin has been an integral part of the organization’s success since her arrival in 2012.*

– Phil Scarbro  
VP, New Business Development

*I had the opportunity to work with Erin in the Marketing department at CSG. Erin has an eye for design and detail that make her an asset to any team. Her creativity, positive attitude, and unyielding determination guarantee that the projects she works on will be successful.*

– Elizabeth Gervias, PHD