

ERIN E. COWELL

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An award-winning Art Director with 10+ years of creative leadership experience, executing brand strategy across all channels that drive revenue and boost brand awareness in the retail, commercial real estate, and energy efficiency industries. In both digital media and print, partnering with creative directors, copywriters, and key stakeholders to develop innovative solutions and deliver exceptional visual experiences.

- Team Management/Mentorship
- Art Direction
- Branding Strategy
- Multimedia Campaigns
- Digital Experiences
- Logo and Identity Design
- Photography/Video/Motion Design
- Illustration/Infographics/Data Visuals

PROFESSIONAL EXPERIENCE

Art Director, Sr Digital Designer (contract) / HomeGoods / 2021–2023

- Partnered with the copywriting team to create highly branded email stories aimed to drive in-store visits, and e-commerce conversions
- Facilitated photography of in-store merchandise for display in digital touchpoints such as email, website, and social media assets to increase customer engagement and boost sales
- Executed art direction and design for seasonal brand campaigns while fostering and developing those skills in mid-level and junior designers to contribute to the overall success of the design team
- 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 / 2020–2021

- Executed competitive analysis, created editorial calendar, content + social media strategies, and drive all deliverables from creation to completion
- Analyzed market research and provided strategic insight for test-creative in various digital environments, developing a system of tools to manage campaigns across channels
- 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
- Developed overarching content strategy, editorial calendar, and guided all creative to establish and maintain all visual standards + guidelines
- Wrote social copy, analyzed metrics, optimized content, and provided 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 include branding development of property identities, collateral, websites, emails, videos, promotional items, and other elements.
- Worked directly with clients, supporting larger marketing efforts including marketing centers, video brochures, and events, creating a more immersive and visually appealing environment for potential customers
- Sourced and worked closely with outside vendors, including photography, web, print, and video

Creative Manager / EFI / 2012–2018

- 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 on brand campaigns to meet over 10 large nationwide utility client objectives and achieved high levels of customer satisfaction

Lead Graphic Designer / Conservation Service Group / 2000–2012

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
Word
Excel
Powerpoint
Teams
Facebook Analytics
Hootsuite
Workday

VOLUNTEER

AIGA / Mentor
Girls on the Run / Coach / Gala Committee
Silent Auction Chair

EDUCATION

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