




erica siemer

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Work Experience

Marketing Design Coordinator 09/2018 - Present

Morrison Foerster

- Create marketing materials for multiple practice groups. These materials vary from brochures, flyer's and social media to PowerPoint and outlook templates.
- I play a role in larger campaigns and help brainstorm different looks and styles to elevate each campaign so they can function on all platforms.

Graphic Design Intern 05/2017 - 08/2017

Freelance Graphic Designer 09/2017 - 12/2017

Home Revolution & Sellers Choice

- Maintain marketing materials through social media to promote attention for these developing companies. Everyday I would create specialized illustrations for each post.
- Provide product photography for their updated templates and re-linked products from Amazon to their website.

Graphic Design Intern 01/2015 - 05/2017

The College of New Jersey: Health and Exercise Department

- Update and maintain marketing materials in order to ensure a cohesive identity for the Health and Exercise department, Nursing Department and Public Health Program.
- Designed materials to reflect the personality of the department in the creation of new logos, brochures, seals and other supplemental design materials.
- Met directly with professors and faculty in the department to determine copy and context of academic and professional publications.

About Me

How does a person write about themselves to a potential employer? I want them to know how hard working and dedicated I am, but those words are used all the time to describe anyone applying for a job. So what makes me different? I am the type of person who isn't scared to ask more questions because my only focus is making sure that you are happy with the finished product. One thing I have learned is that communication is key in most things, and I find this the most true when working with a client on any type of project.

Education

The College of New Jersey
BFA Visual Arts
Class of 2017

Skills

- Adobe: Photoshop, Illustrator, InDesign, Audition, Lightroom
- Podcast Editing through Adobe Audition
- Limited video editing through Adobe Premier Pro and After Effects
- Microsoft Office: PowerPoint, Word, Outlook
- Google: Sheets, Docs



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