

# Erica M. Corbett

(404)642-5953 ♦ [erica@emcartfolio.com](mailto:erica@emcartfolio.com)

## Profile

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Talented creative professional with a strong work ethic experienced in delegating tasks and quality control for creative projects while focusing on time management, leadership and working under pressure. My skillset includes print production, graphic design, creative management, data analysis and marketing.

## Technical Skills

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- ◆ Microsoft Office Suite
- ◆ Visio
- ◆ ACD Reporting Software
- ◆ SharePoint
- ◆ Smartsheet
- ◆ SAP end user
- ◆ Adobe Photoshop
- ◆ Dreamweaver
- ◆ Adobe Illustrator
- ◆ Quickbase
- ◆ SnagIt
- ◆ ERPS
- ◆ Adobe InDesign
- ◆ Savvy on both MAC and PC Platforms

## Professional Experience

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### CREATIVE MANAGER/ART DIRECTOR

- ◆ Oversee the prioritization of workflow and resource allocation while managing and influencing budget decisions
- ◆ Review creative product as needed to ensure proper interpretation of marketing intent
- ◆ Deliver effective creative presentations and leading brainstorming sessions
- ◆ Manage and develop the implementation and coordination of internal and external public relations strategies and advertising materials with the goal of establishing and maintaining a favorable company image with investors, potential customers, employees and the public
- ◆ Attend RFP (pre-sale) kickoff calls, understanding creative brief objectives and translating them into presentation quality visual designs
- ◆ Collaborate with a creative team to help formulate marketing strategies while working closely with brand management and research teams to drive bottom line value for clients Decisions
- ◆ Maintain and cultivate vendor relationships
- ◆ Conduct GAAP analysis and process mapping while working with IT and Creative teams to digitize manual processes

### MARKETING

- ◆ Conduct analysis and synthesis of customer insights to proactively identify business opportunities, threats, and challenges and derive recommendations for input into corporate and functional strategic planning and product development
- ◆ Communicate findings across the organization with recommendations on business application and impact in order to drive better business decisions on mid- to long-range strategy while reinforcing customer-centered service and decision making
- ◆ Campaign development including coordination, analysis, and continual monitoring for progress
- ◆ Provide ongoing support of all SEO initiatives including reporting, analysis and optimization recommendations

### GRAPHIC DESIGN

- ◆ Communicate with clients to design custom graphics while incorporating their branding for use on PowerPoint presentations, web sites, marketing materials and sales collateral
- ◆ Produce finished layouts of assigned corporate and marketing communications; including, but not limited to: Catalogs, Flyers, Fax Blasts, E-mail Blasts, Business Cards, Greeting Cards, Direct Mail, Brochures & labels
- ◆ Assist other designers with completing some of their projects or collaborating with them to turn around publications or promotional materials in order to meet deadlines

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## Professional Experience Continued

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### PRINT PRODUCTION

- ◆ Produce and edit art as well as layouts while functioning as a Graphic Designer
- ◆ Review final layouts and verify that information matches the marketing request form and any requested changes to that original request
- ◆ Pre-Press: Preparing final files for printer
- ◆ Preparing analysis, production, and/or delivery of marketing materials and/or print production projects
- ◆ Coordinate the distribution of internal and external marketing literature

## Creative Employment History

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- ◆ *2016 – Present, Adjunct Instructor/Design & Media Production Technology*, ALBANY TECHNICAL COLLEGE, Online
- ◆ *2003 – Present, Freelance Creative Manager/Graphic Designer/Illustrator* EMCARTFOLIO, Albany, GA
- ◆ *2012, Presentations Project Manager*, General Mills, Minneapolis, MN
- ◆ *2009-2010, Creative Manager/Graphic Designer*, Videografx, LLC, Atlanta, GA
- ◆ *2003-2006, Training Content Developer/Graphic Designer (Contract)* Cingular Wireless, Atlanta, GA
- ◆ *1998-2003, Art Director/Graphic Designer*, Live Poets Society, LLC, Decatur, GA
- ◆ *2000-2001, Adjunct Instructor-Adobe Photoshop*, Art Institute of Atlanta, Atlanta, GA

## Additional Employment History

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- ◆ *2017-2019, Project Manager I* Kinetix/Acuity Brands, Conyers, GA
- ◆ *2012-2015, Senior Project Controller/ Associate/Project Facilitator II* Black & Veatch/Overland Contracting, Inc., Conyers, GA
- ◆ *2010-2011, Planning & Analysis Manager* Orchard Brands, Athens, GA
- ◆ *2009, Call Center Strategy Analyst (Contract)* SunTrust, Inc., Atlanta, GA
- ◆ *2008, Program Coordinator (Contract)* AT&T, Atlanta, GA
- ◆ *2006-2008, Project Manager/Performance Analyst* Vital Solutions, Inc., Norcross, GA
- ◆ *2003-2006, Project Manager/Technical Writer (Contract)* Spherion, Atlanta, GA

## Education

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- ◆ **American Intercontinental University**
  - MBA, Master of Business Administration
  - Bachelor of Fine Arts, Visual Communication
- ◆ **Black & Veatch University – College of Project Management**
  - PMP Certification courses