



ERIN DREW

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experience

Marketing Strategist

Complete Media | Sioux Falls, SD | December 2018–Present

- Work with area small businesses to develop targeted marketing strategies and implement effective advertising campaigns across digital and traditional mediums
- Coordinate internal project schedule, create marketing elements and collateral using Adobe Creative Suite (Illustrator, InDesign, Photoshop, Premiere Pro, After Effects), prepare all files to meet press-ready and digital specifications, work with vendors to make sure all projects are completed on time
- Campaign strategy duties: concept and design logos, develop brands and manage standards, create websites using GoDaddy and WordPress, manage and create content for various social media platforms via Sendible and Canva, utilize email automation for sales outreach, craft e-marketing campaigns and other engaging touch-points
- Optimize websites on-site and off-site for search engines (SEO), build and manage citations for online directories (BrightLocal), carry out search engine marketing (SEM) campaigns, create and manage Google Ads, Facebook ads, Instagram ads, Pinterest ads
- Produced items include and are not limited to business cards, envelopes, direct mailers, handouts, brochures, flyers, greeting cards, building and window signage, environmental graphics, trade show backgrounds, banners, websites, email design, blog posts, digital signage, online text ads, display ads, web banners, social media graphics

Freelance Graphic Designer and Marketing Specialist

Erin Drew Design | Colman, SD | October 2019–Present

- Build and maintain brands; design websites, logos, icons and illustrations, printables and deliverables (e.g., posters, vehicle graphics, trade show displays, print and digital ads, signage, promotional items); oversee social media and develop content, SEM, on-site and off-site SEO, publish blog posts, write website content
- Consult on design best practices across applications, business development, marketing campaigns, social media strategies, online marketing and website optimization

Student Graphic Designer

SDSU Marketing & Communications | Brookings, SD | April 2017–December 2018

- Internship completed in 2017, stayed on as a Student Graphic Designer
- Worked with university departments and groups in the design of logos, brochures, mailers, posters, magazines, print and web ads, popup banners, static and digital billboards, t-shirts, and more, using Photoshop, Illustrator and InDesign
- Completed many high-profile projects such as 1881 Vintage clothing line designs sold in the University Bookstore, various t-shirts for The Pride of the Dakotas Marching Band, the redesign of the College of Nursing magazine and the College of Arts, Humanities and Social Sciences magazine; wall graphic illustrations and activities booklet for the Jacks Imagination Lab in the Washington Pavilion, Sioux Falls

Graphic Designer and Digital Strategist

The Town & Country SHOPPER | Brookings, SD | February 2013–December 2018

- Internship completed in 2013, was then hired as employee
- Designed print ads for weekly shopping newspaper using QuarkXPress and Photoshop; website design and weekly maintenance using WordPress and HTML/CSS; created online flipbooks for each edition using AnyFlip software
- Developed online advertising groundwork; managed Facebook page, created content for daily posts using Hootsuite, created and managed Facebook ads
- Used Google Analytics and Google Business to monitor website and search result activity and interactions

education

Bachelor of Fine Arts | Graphic Design

South Dakota State University (SDSU)
Brookings, SD | 2015–2018

Certificate in Art History

- User Experience (UX) and User Interface (UI) Design
- Photography and Videography

Bachelor of Science | Advertising

South Dakota State University (SDSU)
Brookings, SD | 2009–2014

Emphases in Creative Strategies, Interactive Media
Minors in Marketing, Studio Art, Interior Design

- Axure RP (prototyping software)
- inMotion Project Management Software

additional skills

awards

- 2018 South Dakota AdFed Awards: Student Best of Show and Gold ADDY (illustration)
- 2018 AdFed Awards—District 8: Silver ADDY
- 2017 South Dakota AdFed Awards: Gold (publication) and Silver (packaging) ADDYs
- First Place at the 2014 National Student Advertising Competition—District 8 (advertising campaign team project)
- 2014 Alpha Sigma Delta Honors Society