



Erin Piard



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PROFILE

Communication enthusiast adept at developing creative solutions with dramatic results. Proficient in client, vendor and employee relations. Excellent collaboration and leadership skills; enthusiastic team player with well-developed design abilities.

EDUCATION

BACHELOR OF FINE ARTS Graphic Design Major Mass Communications Minor

The University of Bridgeport | CT
Shintaro Akatsu School of Design
2010-2014 | Cum Laude

EXPERTISE

Well-versed in designing and managing the deployment of multimedia content. Years of experience developing company guidelines including overall messaging, tone, and supporting visuals. Hands-on understanding of fundamental communication principles & strategies. Accomplished in conceptualizing and guiding idea generation and internal process.

SKILLS

Branding
Copywriting
Campaign Data Reporting
Email Marketing
Exhibit Design
Front End Web Development
Graphic Design
Event Management
Marketing Automation
Marketing Research
Project Management
Public Speaking
Reputation Management
Search Engine Marketing
Social Media Branding & Marketing
Website Design
Website Management

PROGRAM KNOWLEDGE

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe After Effects
Adobe Dreamweaver
FunctionFox
Facebook Ads Manager
Google Analytics
HTML, CSS & Bootstrap (Basic)
MailChimp & Constant Contact
Microsoft Office Suite
Salesforce Pardot
SharePoint Online
WordPress (Divi Builder)

WORK EXPERIENCE & RESPONSIBILITIES

Freelance Creative Director & Co-Founder

Piard Design | Manassas, Virginia / October 2018 – Present

Spearheads company's advertising and marketing efforts on a freelance basis. Strategically plans out advertisements, monitors brand awareness campaigns, and revises client presentations as needed. Shapes brand standards internally and externally for clients.

Creative Director

Park Group Solutions | Newtown, Connecticut / August 2017 – Present

Manages all B2B & B2C creative campaigns produced within the agency. Leads a multi-dimensional team including copywriters, art directors, and web developers to produce compliant high-quality creative content that builds brand awareness and supports lead-generation. Orchestrates all client and vendor relations for creative projects while ensuring deadlines for those projects are met.

Creative Manager & Senior Graphic Designer

Park Group Solutions | Newtown, Connecticut / October 2016 – August 2017

Managed the graphic design department project deadlines by implementing the company's first project management system. All while designing both lead generating and awareness campaigns for 10 clients monthly. These campaigns included digital, print, and web media across multiple platforms.

Senior Graphic Designer

Park Group Solutions | Newtown, Connecticut / August 2016 – October 2016

Executed the campaign design of new and retention based business ventures for 10 clients on a monthly basis. These awareness and lead generation campaigns included digital, print and web media across multiple platforms. Assisted in design direction and implementing standards for all creative projects in addition to establishing internal policies for the department.

Creative Coordinator

Peralta Design | Shelton, Connecticut / April 2014 – August 2016

Assisted the Creative Director with project management and marketing research for over 30 clients on a monthly basis. Presented advertising concepts for new business ventures. Coordinated volunteer and donation events with local chambers and councils. Organized team building activities on a weekly basis.