

ERIN HOLLERBACK

GRAPHIC DESIGNER

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I earned my BFA in Graphic Design from Michigan State University in 2016, and have experience designing both web and print materials. I'm a hardworking, reliable, self-starter, with over 8 years of experience designing for both, in-house and agency client's, using mainly Adobe Illustrator, InDesign and Photoshop. I excel at brainstorming, ideation, and branding, with experience in retail sales, the wedding industry, higher education, and the automotive industry.

EXPERIENCE

LEPENN DESIGNS *Studio Assistant | March 2021 - February 2023 | Southfield, Michigan*

Assembling invitations. Designing wedding day stationery such as menus, welcome signage, programs, table numbers, escort cards, and seating charts. Designing wedding invitations, save the dates, and thank you cards. Responsible for sending email communications to clients, and maintaining balanced design and proofing schedules for CEO.

CMND VINTAGE *Owner & CEO | August 2019 - Present | Dearborn Heights, Michigan*

Created and branded an online vintage resale shop. Duties include logo creation, shopping for inventory, modeling, pricing inventory, photographing items for sale, editing photos, building a following on social media, managing the Etsy store, and packing and shipping orders.

FREE PEOPLE *Key Holder | June 2019 - August 2020 | Troy, Michigan*

Ensured that all customers received excellent service through direct salesmanship, styling and prompt and courteous service. Stayed up to date on trends, as well as opening and closing the store, made sure we met sales goals, and moneyhandling.

CAMPBELL EWALD *Art Director | December 2019 - July 2020 | Detroit, Michigan*

Concepted, designed, and art directed, CRM creative for Onstar ad campaigns, emails, client presentations, video campaigns, social media graphics, banner ads, and photo shoots.

U-M ALUMNI ASSOCIATION *Art Director | July 2016 - June 2019 | Ann Arbor, Michigan*

Styled talent for brand videos and photo shoots. Designed, and art directed, Ad campaigns, catalogs, online advertisements, social media graphics, direct mailings, event invitations, and signage.

EDUCATION

BACHELOR OF FINE ARTS | GRAPHIC DESIGN | MICHIGAN STATE UNIVERSITY

SOFTWARE

ADOBE CREATIVE SUITE

G SUITE

MICROSOFT OFFICE

TAILWIND

SQUARESPACE

PINTEREST

SKILLS

Graphic Design | Stock Photo Selection | Email Template Creation | Schedule Creation & Management | Photography Styling | Fashion Styling | Product Photography | Art Direction | Branding | Layout Design | Wordpress Blog Creation | Copywriting | Customer Service Invitation Assembly | Lead-Retention | Pinterest Marketing | Squarespace Web Design | Photo Editing | Spreadsheet Creation & Review | Project Management | Prioritization | Social Media Graphics | Social Media Post Creation | Logo Design | Event Invitations