

ERIKA WHITE

Graphic Design | Creative Direction

RELEVANT EXPERIENCE

CREATIVE SERVICES MANAGER

International City/County Management Association (Telework) 2015–Present

- Designs multimedia campaigns based on internal strategy and market data
- Leads design for rebranding and web architecture restructuring project
- Sets timelines, budgets, and manages freelance designers
- Introduces procedures to increase efficiency in department and across organization
- Produces print and web design, e-blasts, and video

SENIOR GRAPHIC DESIGNER (2013–2015)

GRAPHIC DESIGNER (2011–2013)

International City/County Management Association (Washington, D.C.) 2011–Present

- Conceptualized marketing initiatives and campaigns
- Designed multimedia campaigns based on internal strategy and market data
- Balanced multiple projects with varying components and deadlines
- Introduced InCopy to the production process, increasing efficiency and saving money
- Designed new logo and branding for the organization's 100th anniversary

OWNER/DESIGNER

Erika Abrams Graphic Design (Virtual) 2009–Present

- Contract design and art direction for nonprofit and arts clients
- Translates diverse client requests into impactful marketing materials
- Increased clients' year-over-year revenue with engaging design and enhanced outreach

DESIGN SPECIALIST/PROJECT MANAGER/ART DIRECTOR

EEL Communications (Alexandria, VA) 2007–2009

- Design for high-profile government and nonprofit clients (e.g., USDA, World Bank)
- Hired and art directed freelance designers
- Collaborated on RFQs, determining project timelines, budget, and staffing needs

DESKTOP PUBLISHER

Casualty Actuarial Society (Arlington, VA) 2006–2007

- Designed newsletters, brochures, books, and conference materials
- Solicited bids and managed the printing process with outside vendors

PROGRAM EDITOR, CLASSIC ARTS

Playbill (Woodside, NY) 2003–2004

- Copy edited and laid out over 300 programs for Lincoln Center, Carnegie Hall, and Philadelphia Orchestra engagements

EDUCATION

- BA, Theater and Communications, Wagner College, Staten Island, NY
- MPP, University of Maryland, College Park, MD (Emphasis on nonprofit management, leadership, budgeting, and project management)
- Courses in Adobe Creative Suite, HTML, Final Cut X, and magazine editing

OBJECTIVE

To serve as a design lead or creative director for a nonprofit organization, helping to drive brand recognition and user engagement.

SKILLS

- Design and Branding
- Art Direction
- Adobe Creative Suite (InDesign, Illustrator, Photoshop, Acrobat, Dreamweaver, After Effects, Flash, Edge Animate, Premiere Pro)
- MS Office (Word, Powerpoint, Excel, Outlook, Sharepoint)
- Final Cut Pro X
- HTML/HTML5/CSS
- Content Management Systems
- FileMaker Pro
- Marketing
- Editing
- Writing
- Proofreading
- Budgeting

200 West 133rd St., #1A

New York, NY 10030

301 221 6670

erikawhite@gmail.com

erikawhitedesign.com