



Erica L. Parker

DIRECTOR / DESIGNER

609.713.8075
EricaParker.Design@gmail.com
Based in NJ
www.ELP.Design

As an experienced creative professional, I bring a strong background in graphic design, marketing, and branding to the table. With over 10 of experience designing for a range of industries, I have honed my ability to deliver outstanding print and digital designs that meet and exceed client expectations. I thrive in fast-paced environments and am able to manage multiple projects simultaneously, working collaboratively with cross-functional teams to ensure that each design meets the unique needs of each project. I am highly motivated, results-driven, and always seeking new challenges to grow and develop my skills.

Skills

Adobe Creative Cloud

Web

WordPress, Figma, Google Webmaster Tools, Google AdSense/Adwords, Ceros, Mailchimp, Constant Contact, BEE Pro, HTML, CSS, Basic Javascript

Other

Google Workspace, Microsoft Office 365, Mac OSX, Windows, Sketch, Digital Illustration, Photo Retouching, Photography

Education

Monmouth University

BFA in Graphic Design

September 2010 - May 2013

- Art Director for the Monmouth Review
- Graduated Cum Laude
- 3rd Place - Poster Design for the Monmouth Global Understanding Convention. 2011
- 3rd Place - Logo design for Storm Drain Technologies. 2012
- Faculty Recognition Award - 3 part series for the Monmouth University Student Show. 2013

Ocean County College

Associates in Arts

2010

Professional Experience

Senior Designer

Emerald X, New York, NY

June 2022 - March 2023

- Led the design team for NY NOW and SF NOW, trade shows owned by Emerald X, overseeing all aspects of design from concept development to final execution.
- Collaborated closely with cross-functional teams, including marketing, production, and sales, to ensure brand consistency and alignment with the unique requirements of trade show environments.
- Conducted in-depth research on the latest trends in the home, lifestyle, and gift markets to inform design decisions and create visually impactful designs, signage, and marketing materials.
- Developed and presented design concepts to key internal stakeholders, incorporating brand guidelines and trade show objectives, and iterated on designs based on feedback received.
- Created visually stunning booth designs, large format signage, promotional materials, and digital assets to elevate the presence of NY NOW and SF NOW at and enhance the overall attendee and exhibitor experience.
- Implemented efficient workflows and streamlined processes to optimize productivity and ensure timely delivery of design projects, even within tight deadlines.

Key Achievements:


- Successfully designed and executed booth designs for NY NOW and SF NOW that garnered attention from attendees and exhibitors, resulting in increased foot traffic, engagement, and lead generation.
- Played a key role in elevating the visual brand identity of NY NOW and SF NOW, resulting in a more cohesive and impactful brand presence at trade shows.
- Received accolades from management for outstanding design work and contribution to the success of NY NOW and SF NOW as premier trade shows in the home, lifestyle, and gift industries.



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Professional Experience cont.

Creative Director

Direct Development, Tinton Falls, NJ

Creative Director, June 2021 - June 2022

Art Director, February 2020 - May 2021

Associate Art Director, February 2019 - January 2020

Senior Designer, February 2015 - January 2019

Junior Designer, February 2013 - January 2015

Graphic Design Intern, Summer 2012

- Orchestrated resource allocation and cross-functional collaboration to achieve client objectives and optimize workflow efficiency.
- Strategized and executed innovative conceptual designs for diverse clients in various mediums, including 360 marketing, brand-building, social media, presentations, and more.
- Led end-to-end development of responsive websites as team lead, providing ongoing tech support and maintenance for optimal user experience.
- Developed comprehensive educational materials to empower clients with best practices for deliverable usage and distribution, enhancing brand consistency and effectiveness.
- Spearheaded internal rebranding effort, optimizing processes and implementing innovative solutions to drive positive impact on brand positioning and internal communication.
- Facilitated regular 1:1 meetings with the design team and conducted monthly staff meetings to foster a collaborative and high-performance virtual working environment.
- Collaborated with senior leadership to strategize revenue growth through innovative initiatives and identified new business opportunities to expand client base.
- Prepared and delivered data-driven analytic reports for clients to drive informed decision-making and leverage insights for brand growth.
- Cultivated strong client relationships through regular tactical meetings, providing exceptional customer service and ensuring high client satisfaction.
- Mentored and guided junior staff members and design interns, fostering professional growth and talent development to enhance team capabilities.

Lead Designer

Community Magazine, Monmouth County, NJ

February 2013 - June 2022

- Collaborated cross-functionally to design ads and editorial spreads, aligning with brand guidelines and client objectives.
- Managed tight deadlines and delegated design assignments to junior team members.
- Oversaw formatting and uploading of monthly content to publisher's website, ensuring accuracy and consistency.