

profile

Graphic and Communications Design professional with over five years experience in digital editorial and print design, conceptual development, and marketing campaigns. Focus on data visualization, brand identity, strategy, and storytelling through elegant design solutions. I run on coffee, thrive on a deadline, and my favorite typefaces are Frutiger and Soleil. **Online portfolio: www.erikaenlund.com**

education

design

Pratt Institute New York, New York
M.S. in Communications Design 2016
with distinction

communication

Iona College New Rochelle, New York
B.A. in Mass Communication 2013 Cum Laude
focus in Public Relations

skills

technical

Adobe Creative Suite
Microsoft Office Suite
Wordpress, HootSuite, Google Analytics,
LiquidPlanner, ConstantContact, and MailChimp
Minimal understanding of HTML and CSS

general

Public Speaking
Copy Writing/Editing
Social Media Campaigns
Organization/List Making and Crushing
Project Organization and Team Leadership
Time Management
Ice Breaking and Networking

leadership

awards & accolades

Pratt Institute Circle Award for Outstanding
Academic Achievement 2016
Graduate Communications Council Pratt Institute 2014
Julia Friedman Commencement Award 2013
Academic Dean's List, Iona College 2009-2013
Editor in Chief Iona College Annual, 2011-2013
Golden Key Honor Society 2010-2013
Universities and Colleges 2012
Mass Communication Honor Society 2010
VP for Communications SGA, 2010
Who's Who Among Students in American

associations

AIGA New York, New York
Type Directors Club New York, New York
Gaels Young Alumni Council Iona College

experience

Graphic Designer

AUG 2016 - PRESENT

Hickey & Associates LLC, NY

- Maintain visual identity across digital, print, and interactive media
- Coordinate Intern Program. Responsible for hiring and managing schedules and activities of four interns
- Assist in content creation for social media and website
- Maintain website using WordPress (editing and security)
- Manage guest authorship for various trade publications
- Lead the planning and development of a weekly webinar series hosted via Webex and stored on YouTube
- Support the Proposal process through writing, designing, and managing deadlines and visual assets
- Design and oversee the production of print materials (marketing and client reports)
- Implemented more infographic and data visualization designs into client deliverables

Freelance Graphic Designer

MAY 2016 - PRESENT

Chelsea McDevitt Photography

- New website. Provided wireframes, mockups, and all visual assets to a developer for custom built website
- Brand redesign: new logo and brand identity collateral

TedResident: Che Grayson

- Art Direction for TedTalk Presentation using KeyNote
- Custom graphics and presentation design

TedResident: Piper Anderson

- Pitch Presentation Deck using KeyNote
- Logo design

The StyleMarc

- Designed and built website using WordPress

Social Media Manager

JAN 2016 - MAY 2016

Pratt Institute, NY

- Managed all social channels for the Department of Graduate Communications Design and Communications Committee
- Scheduled and create strategic content across all platforms using HootSuite

Americorps Volunteer—Lantern Light

AUG 2013 - JULY 2014

The Rebuild Center, LA

- Service year working with the poor and impoverished of New Orleans by providing daily hot meals, supporting a variety of services such as ID and birth certificate acquisition, mail management, and engaging with guests to restore human dignity
- Managed communications for Lantern Light Ministry (Facebook Page, website, and newsletter)

let's connect

