

ERIN E. COWELL

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An award-winning creative professional with the ability to both manage and execute design across all mediums. Successfully translates business strategies into creative solutions while meeting deadlines in a fast-paced and collaborative environment.

- Team Management/Mentorship
- Digital Experiences
- Art Direction
- Logo and Identity Design
- Branding Strategy
- Photography/Video/Motion Design
- Multimedia Campaigns
- Illustration/Infographics/Data Visuals
- Event Experiences/Collateral
- Digital Asset Management
- Interior/Environmental Graphics
- Creative Processes/Workflow

PROFESSIONAL EXPERIENCE

Creative Manager / EFI / 2012–2018

- Executed competitive analysis and led a successful rebranding campaign to position the company as a trusted advisor and leader in energy efficiency
- Developed an award-winning logo and launched corporate rebranding campaign
- Designed interior graphics, exhibit experiences, signage, wayfinding systems, and themed environments for corporate and client brands
- Provided art direction on brand campaigns to meet over 10 large nationwide utility client objectives and achieved high levels of customer satisfaction
- Produced creative solutions for all marketing needs including: branding, omni-channel campaigns, exhibit design, logo development, white papers, digital ads, infographics, and social media content from concept through production
- Created digital experiences from UX/website design to self guided product tutorials for a range of energy clients across the U.S.
- Used heat mapping to determine consumer behaviors and developed effective UX and website concepts based on key insights
- Partnered with internal and external staff for the launch of a B2C e-commerce site and translated strategies through multiple creative assets
- Oversaw creative on a \$2M statewide energy-efficiency utility program that successfully reached all revenue goals
- Established brand design standards and style guidelines to drive brand consistency and engage customers throughout every touchpoint
- Managed creative output and workflow of all department final products to ensure that all jobs were completed in their required client time frames and budgets
- Art direction for photoshoots and creative direction for training video productions
- Designed and presented concepts to clients for multiple omni-channel campaigns and initiatives
- Managed and supervised work of creative support team to ensure all client deliverables were on brand

AWARDS

Communicator Award Gold
Communicator Award Silver
Hermes Creative Award Gold
Hermes Creative Award Silver
IHAF Award Gold
IHAF Award Silver

TECHNICAL SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Sketch
Microsoft Word
Excel
Powerpoint
Facebook Analytics
Hootsuite

MEMBERSHIPS

AIGA
IHAF
Ladies Wine & Design

EDUCATION

BA Graphic Design
Minor: Communication/Advertising
Salem State College, Salem, MA

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Lead Graphic Designer / Conservation Service Group / 2000–2012

- Led a corporate rebranding campaign that included ads, exhibit design and tradeshow materials, stationery system, white papers, infographics, and business forms
- Served as the branding expert, developing and maintaining style guidelines, and asset library across integrated marketing materials
- Inspired and mentored a team of graphic designers to achieve business goals and guided them in their personal development
- Ensured every project was properly resourced by hiring and managing freelance talent as needed
- Established and supervised workflow of the design team, prioritizing assignments, and managing deadlines
- Created and executed print design and other various marketing materials from concept through production
- Presented concepts, budget, project timeline, and updates to clients
- Elevated the quality of the photo and video content by art directing photoshoots for corporate materials, catalog, and advertising usage
- Conceptualized brand campaigns and strategies, and worked with creative agencies
- Managed the organization of all digital and non digital files

Girls on the Run Volunteer / 2014–Present

Girls on the run is an after-school program for students ages 8–13 that teaches girls how to reach their fullest potential through an experience-based curriculum. The goal of the program is to unleash confidence through accomplishment while establishing a lifetime appreciation of health and fitness. The program culminates with the girls being physically and emotionally prepared to complete a celebratory 5K running event.

Curriculum/Running Coach

- Understand and believe in the mission of the organization and serve as a role model and mentor for program participants
- Prepare, organize, and supervise the weekly lessons
- Coordinate a community service project

Co-Director of SoleMates Program

- Provide charity runner support via personal engagement, training and social runs, motivational emails, open communication, fundraising suggestions and support, and social and outreach opportunities
- Maintain and update SoleMates databases including those individuals with engagement potential

Gala Committee Silent Auction Chair

- Research, procure, and orchestrate collection of items
- Input items into database and price accordingly
- Manage volunteers

Erin is a great talent in many ways and I genuinely enjoyed working with her. Erin has a strong tool set of design skills in digital and traditional marketing mechanisms. She has great initiative and worked independently with dozens of internal and external stakeholders to ensure we met deadlines with great creative. She was the “Go-To” person within our organization and supported many people and programs extremely well. In addition to her design skills, Erin is a great person and is a positive and impactful team mate.

– Mark Willingham
Senior VP, Marketing

During Erin's tenure with EFI she has almost single-handedly created and managed EFI's brands, including the conceptualization and design of EFI's award-winning logos, development of the organization's brand guidelines, the design and production of marketing materials, as well as creating an asset management tool. She has been invaluable in supporting the marketing initiatives of EFI's utility clients throughout the United States. Without question, Erin has been an integral part of the organization's success since her arrival in 2012.

– Phil Scarbro
VP, New Business Development

I had the opportunity to work with Erin in the Marketing department at CSG. Erin has an eye for design and detail that make her an asset to any team. Her creativity, positive attitude, and unyielding determination guarantee that the projects she works on will be successful.

– Elizabeth Gervias, PHD