

Erinn McKenna

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Education

SUNY Purchase, BA in New Media

- President's Award for Achievement, School of Film & Media Studies

Experience

quip | Junior Designer

Brooklyn, NY | 2022 - Present

- Interprets briefs and determines look-and-feel for multi-channel digital campaigns. Pitches visuals to senior leadership and proactively integrates feedback into deliverables. Manages project timelines and executes final assets.
- Effectively utilizes Illustrator, Photoshop, After Effects, and Figma to design emails, paid media, landing pages, social content, print collateral, branded illustrations, and evergreen motion graphics. Coordinates reviews with Senior Designers and Creative Directors to keep content within brand language.
- Proficiently collaborates with copywriters, creative project managers, and channel stakeholders to implement feedback and deliver final assets according to campaign timelines.

The Children's Place | Associate Graphic Designer

Secaucus, NJ | 2021 - 2022

- Concepted and designed all paid and organic social media content for retail brands, Sugar & Jade, The Children's Place, PJ Place, and Gymboree. Conceptualized visual branding and launch for PJ Place.
- Animated all audience facing video graphics, including Instagram, Tiktok, and Youtube content, paid ads, and Amazon assets.
- Managed all creative requests from paid and marketing teams, efficiently delegates tasks to team while keeping peers' bandwidth and seasonal campaign deadlines in mind.
- Captured engaging photo and video content on-location at seasonal photoshoots. Art directs integration of captured content into social feed and seasonal campaigns.

Reed Exhibitions | Marketing Design Associate

Norwalk, CT | 2020 - 2021

- Designed print and digital marketing collateral including weekly emails, social media posts, banner ads, event signage, and sales decks for major jewelry tradeshows JIS and JCK.
- Planned monthly social content calendars, designed static and animated assets, and wrote copy for 6+ tradeshow brands.
- Reported weekly on email, social, and paid campaign analytics and hosted monthly meetings presenting on comparative data; strategized upcoming content based on reports.

Skills

Illustrator

InDesign

Photoshop

After Effects

Figma

Project Management

HTML + CSS

Art Directing

Photography

Motion Graphics

Editorial Illustration