

Erinn McKenna

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Education

SUNY Purchase, BA in New Media

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

Experience

The Children's Place | Associate Graphic Designer

Secaucus, NJ | 2021 - Present

- Concepts and designs 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.
- Animates all audience facing video graphics, including Instagram, Tiktok, and Youtube content, paid ads, and Amazon assets.
- Manages all creative requests from paid and marketing teams, efficiently delegates tasks to team while keeping peers' bandwidth and seasonal campaign deadlines in mind.
- Pitches look-and-feel of seasonal social campaigns to Creative Director and Marketing groups. Collaborates with copy and marketing partner groups on omni-channel campaign strategy. Designs all final digital assets, static and animated, to correct ratios.
- Captures 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 tradeshow 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.
- Partnered with multiple event planning teams to execute complex tasks under tight deadlines.

Box 8 Creative Agency | Social Media Marketing Intern

New Haven, CT | 2019 - 2020

- Developed content plans and maintained community engagement for social media platforms of 10 local farm-to-table restaurants.
- Gave art direction and organized on-location photoshoots, coordinated influencer models and photo styling with in-house photographer.
- Concepted and launched monthly paid social campaigns for each individual restaurant account.

International Studio and Curatorial Program | Marketing and Administrative Intern

Brooklyn, NY | Summer 2018

- Designed museum and artist content into videos, animated gifs, and on-brand static images for social media platforms and blog.
- Filmed and photographed artist talks, gallery openings, and annual Summer Open Studios.
- Interviewed new artists and created corresponding landing pages, social content, and press releases to be distributed amongst the greater NYC art community.

Skills

Expert: Illustrator InDesign Photoshop After Effects Project Management Digital Marketing

Proficient: Premiere HTML + CSS Photography Retouching Excel Figma XD