

# 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 executes all static and animated social media content for tween retail brand, Sugar & Jade. Contributes content to main brand The Children's Place and Gymboree.
- Pitches look and feel of omni-channel creative digital campaigns and coordinates presentations of multi-brand decks to Creative Directors and Marketing VP's.
- Captures engaging video social media content on-location at seasonal photoshoots and art directs in-house studio complex laydowns.
- Launched Figma usage across all brands for the planning of all social media content, optimized workflows and managed project delegation.

### Reed Exhibitions | Marketing Design Associate

Norwalk, CT | 2020 - 2021

- Designed a diverse array of print and digital marketing collateral including banner ads, sales sheets, event signage, and overview decks for major jewelry tradeshows JIS and JCK.
- Crafted graphics, trackable campaign links, and copy for audience-facing email campaigns, and in-house corporate communications.
- 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 | 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.

### Anthropologie | Assistant Manager + Senior Associate

New York Metro Area | 2015 - 2019

- Merchandised sales floor to match seasonal campaigns and current collection launches.
- Assisted Display Coordinator with seasonal store and window installations
- Trained new associates and managers on the register, sales floor, and brand best practices.

## Skills

Expert: Illustrator InDesign Photoshop After Effects Project Management Marketing

Proficient: Premiere HTML + CSS Photography Retouching Excel Figma XD