



ERIN S. PATRICK

- Highly skilled digital content creator, graphic designer, and marketing support professional with 14 years of industry experience.
- Proficient in creating engaging visual and written content, developing branding materials, and providing strategic marketing support.
- Skilled in Adobe Creative Suite and content management systems.

EXPERIENCE

2023 - Present Branding & Digital Marketing Coordinator

PRIME Hospitality NOLA

- Develop and implement digital marketing campaigns across various platforms, including social media, print production and website, to drive brand awareness and engagement.
- Manage social media accounts, create and schedule content, engage with followers, and monitor trends to ensure a consistent brand voice and messaging.
- Collaborate with internal teams and external partners to coordinate digital marketing initiatives, such as promotions, partnerships, and advertising campaigns, to support overall marketing objectives.

2021 - Present Chief Creative Officer, Photographer and Digital Content Creator

CreativeTECH

- Initiate, direct, and produce designs for current and future printed marketing materials, responsive websites, specialty digital graphics and social media content for businesses.
- Specializing in private practice healthcare, K-12 education and food & beverage industries.
- Work within ADA accessibility guidelines and standards for document remediation and websites through partnership with a Section 508 compliance company.

2020 - 2023 Web Designer/Developer, Graphic Designer, and Social Media Marketing

Parker Digital Agency

- Produce designs for printed marketing materials, responsive websites, specialty digital graphics and social media content for small businesses.

2016 - 2021 Web Designer/Developer

TrackableMed

- Designed, developed and lead project management of updates and modifications to 150 websites, with particular attention to meeting ADA accessibility standards.
- Designed website templates to maximize efficiency and allow company to save money by repurposing designs for future needs.
- Assisted in developing graphic designs for social media campaigns to create easily sharable content.
- Created easily shareable infographic material, brochures, visually appealing booth presentations and video animation content to reach new clients within the healthcare and medtech industries.



ERIN S. PATRICK

2011- Web Designer

2016

Web.com

- Implemented design concepts and updates for customers' prepaid package websites as part of the internal operations team.
- Coordinated directly with clients on strategy, and design best practices for new content added on a monthly basis.

2010- Web Developer

2011

Triumph Learning, Inc

- Assisted with updates and modifications to online educational material to provide classroom support for K-12 students across the United States.

SKILLS

Creative Thinking

Prioritization & Adaptability

Communication

Problem-Solving

Graphic Design & Illustration

Web Design & Development

Project Management

Proofreading Documents

Photography & Photo Editing

UX/UI Design

Videography & Motion Graphics

Branding & Content Creation

TOOLS & TECHNOLOGY

Adobe Creative Suite

Figma

HTML/CSS

Webflow

Wordpress

Squarespace

Wix

Microsoft Office Applications

Salesforce

Google Office Applications

Google Sites

Canva

Social Media Platforms

Google Lighthouse

ADA Accessibility

EDUCATION

Loyola University New Orleans, New Orleans, LA

Bachelor of Arts, Communications/Design

August 2001 - June 2006

- Worked on staff with the school newspaper, The Maroon
- Volunteered with Wolves on the Prowl, Loyola's student community service organization.