

# ERIK MARTIN DESIGN

## ERIK MARTIN

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### SKILLS

#### *Design*

Highly skilled in all Adobe CC design applications, such as Photoshop, InDesign, and Illustrator. Experienced in art direction of creative teams.

#### *Video*

Skilled in Adobe Premiere Pro and After Effects. Well versed on uploading and optimizing videos for Youtube use, as well as building a strong Youtube channel.

#### *Social Media*

Experienced in commanding Social Media platforms for business, especially Instagram, Facebook, Twitter and LinkedIn. Knowledgeable of various methods of tracking social media performance.

#### *Web Design*

Intermediate knowledge of HTML and CSS. Knowledge of Wordpress and Joomla. Also skilled in email marketing using MailChimp.

#### *Photography*

Skilled in product photography and photo manipulation. Also experienced in art directing and organizing lifestyle photo shoots. Experienced in videography as well.

#### *Everything Else*

Experienced in basic marketing principles, such as audience profiling, market research and copy writing. Expert Apple user and comfortable in all Microsoft Office programs.

### EDUCATION

#### *Art Institute of Pittsburgh*

Bachelor of Science, Graphic Design  
Graduated 2003, with honors

### WORK EXPERIENCE

#### **COLLEGE PARK INDUSTRIES - WARREN, MI**

##### *Creative Supervisor, Nov 2016-Present*

Successfully launched numerous prosthetic products and learned about the intricacies of the medical industry. Responsible for supervision of the entire creative team, as well as managing the various projects. Grew the company's Instagram presence from zero to over 600 followers. Art directed patient model photo shoots. Responsible for the hiring of new team members. Ensured brand integrity throughout the company. Responsible with guiding the look and feel of College Park throughout the company and world. Worked directly with international distributors to ensure brand compliance and grow the company's presence. Produced, edited and published various product videos.

#### **COLLEGE PARK INDUSTRIES - WARREN, MI**

##### *Graphic Designer, Senior Graphic Designer, 2013-2016*

Responsible for the creation of all marketing materials from instruction manuals to end user marketing. Undertook new marketing ventures such as product videos and email marketing. Designed graphics for various tradeshows and other applications. Completed many technical illustrations of the various prosthetic products.

#### **APPLE STORE - SOMERSET - TROY, MI**

##### *Concierge, Specialist, Visuals 2007-2013*

Worked with customers on a daily basis to both find the products that they need as well as troubleshoot their Apple devices. Also leader of the visuals merchandising team, ensuring the corporate standards with the look of the store and demo software. Worked with inventory control and customer phone calls. Undertook the lead of various internal training sessions.

#### **GRIGG GRAPHIC SERVICES - SOUTHFIELD, MI**

##### *Graphic Designer 2007-2008*

Responsible for various graphic design projects for a multitude of non-profit organizations. Worked directly with non-profits to operate within their budget for the best possible outcomes. Worked with the team to tackle the right projects at the right times.

*Portfolio and references available upon request.*