



# ERICA

TRENHOLM

## CONTACT



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5 Talcott Ridge Road, Unit B3  
Farmington, CT

## TECHNICAL SKILLS

### ADOBE CREATIVE SUITE

InDesign, Illustrator, Photoshop,  
Acrobat | PC and Mac

### WEB DEVELOPMENT

HTML, CSS, Git, Github, JavaScript,  
Wordpress, Squarespace

### EMAIL & SOCIAL MEDIA MARKETING PLATFORMS

Mailchimp, Hubspot, Constant Contact

### MICROSOFT OFFICE

Word, Powerpoint, Excel

## AWARDS & HONORS

- + Summa Cum Laude
- + Alpha Chi National College Honor Society
- + James R. Russo Award
- + Academic Achievement In Music
- + All-Academic Team

## INTERCOLLEGIATE ATHLETICS

### SWIMMING AND DIVING TEAM

Roger Williams University - 2011 - 2015

## PROFESSIONAL EXPERIENCE

### GRAPHIC DESIGNER SPITFIRE COMMUNICATIONS

December 2017 - Present - Simsbury, Connecticut

- + Support key clients by producing print and digital materials that engage and retain their employees and communicate the company's message effectively, including total compensation statements, open enrollment and employee benefit guides, SPDs, postcards, mailers, mailing kits, newsletters, brochures, and envelopes
- + Work with web developers to design and consult in the development of websites
- + Further enhance and establish the internal Spitfire brand with the redesign of brand guidelines, business cards, templates, email signatures, and digital assets
- + Collaborate with the marketing team to write and produce social media posts

### GRAPHIC DESIGNER CO-COMMUNICATIONS

August 2016 - October 2017 - Farmington, Connecticut

- + Collaborate with Creative Services Manager to conceive and produce promotional materials and deliverables, print and digital collateral, logo and brand concepts for key clients
- + Design, draft, edit and effectively build website layouts on Wordpress and e-blast templates in various email marketing platforms
- + Complete marketing research and other public relations tasks as needed

### GRAPHIC DESIGN INTERN HARTFORD SYMPHONY ORCHESTRA

June - August 2017 - Hartford, Connecticut

- + Redesigned administrative documents and promotional materials for the upcoming season including donation forms, ticket vouchers, member benefit forms, pamphlets, brochures, and postcards

### GRAPHIC DESIGN INTERN HERRESHOFF MARINE MUSEUM

September - December 2016 - Bristol, Rhode Island

- + Planned and drafted museum exhibit displays to replace outdated designs, optimize readership, and reflect the museum's aesthetic
- + Designed posters, flyers, and advertisements to promote special events
- + Successfully conceptualized and designed eye-catching airport displays that reach various audiences, completed and exhibited at T. F. Green Airport

## EDUCATION

### ROGER WILLIAMS UNIVERSITY

September 2011 - May 2015 - Bristol, Rhode Island

Bachelor of Arts in Graphic Design | Bachelor of Arts in Music  
Minor in Marketing | 3.9 GPA

### OREGON STATE UNIVERSITY

January - June 2019 - Online

Certificate in Web Development and Coding

### UNIVERSITY OF CONNECTICUT CODING BOOTCAMP

January 2022 - Present - Online

Certificate in Full Stack Web Development

## FREELANCE DESIGN

Co-Communications | Zero Gravity Marketing | The Vernon Chorale  
Assistant to Director of Stylists for Park Lane and Stella & Dot Family Brands  
Hartford Symphony Orchestra | CB Jewelry Design