



Erica Trenholm

Graphic Designer & Web Developer ▼ ericatrenholmdesign.com

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EDUCATION

University of Connecticut

January 2022 - Present

Certificate in Full Stack Web Development
Online Coding Bootcamp

Oregon State University

January - June 2019

Certificate in Web Development and Coding
Online

Roger Williams University

September 2011 - May 2015

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

TECHNICAL SKILLS

Adobe Creative Suite

InDesign, Illustrator, Photoshop, Acrobat

Web Development

HTML, CSS, JavaScript, SQL, NodeJS, API,
Visual Studio Code, Git, GitHub, Insomnia,
Tailwind, Bootstrap, Handlebars, jQuery,
ExpressJS, Wordpress, Squarespace

Email 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 Communcations, December 2017 - Present

Support key clients by designing internal media that utilizes brand standards, effectively communicates the company's message, and engages their employees.

Produce print and digital materials, including open enrollment and employee benefit guides, total compensation statements, benefit websites and landing pages, email campaigns, SPDs, postcards, mailers, mailing kits, newsletters, brochures, and more.

Design websites and consult with web developers throughout development process.

Maintain and enhance websites for key clients on Wordpress.

Refresh and further establish the Spitfire brand.

Collaborate with the marketing team to write and produce social media posts.

Graphic Designer

Co-Communications, August 2016 - October 2017

Collaborate with the Creative Services Manager to produce promotional materials and deliverables, print and digital collateral, and logo and brand concepts for key clients

Design website mockups and effectively build website in Wordpress.

Create 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

Redesign administrative documents, including donation forms, ticket vouchers, member benefit forms, pamphlets, and brochures.

Design promotional materials for the upcoming season.

Graphic Design Intern

Herreshoff Marine Museum, September - December 2016

Plan and draft museum exhibit displays to replace outdated designs, optimize readership, and reflect the museum's aesthetic.

Design posters, flyers, and advertisements to promote special events.

Successfully conceptualize and design eye-catching airport displays that reach various audiences, completed and exhibited at T. F. Green Airport.

Freelance Graphic Designer

2015 - Present

- + Co-Communications | Print and digital materials, e-blast design
- + Zero Gravity Marketing | Digital materials
- + The Vernon Chorale | Branding, print materials, website maintenance on Wordpress
- + Kelly Lauretti Trenholm | Print materials, promotional graphics, e-blast design
- + Hartford Symphony Orchestra | Print materials
- + CB Jewelry Design | Branding