



# Erica Trenholm

**Graphic Designer & Front-End Web Developer** ▼ [ericatrenholmdesign.com](http://ericatrenholmdesign.com)

erica.trenholm48@gmail.com | [linkedin.com/in/etrenholm](https://www.linkedin.com/in/etrenholm)  
860.951.8037 | Farmington, Connecticut

## 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 Communications, 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, email campaigns, SPDs, postcards, mailers, mailing kits, newsletters, brochures, and more.

Design benefit websites and landing pages, consult with web developers throughout the development process, and maintain on Wordpress.

Refresh and further establish the Spitfire brand.

Collaborate with the marketing team to 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 websites in Wordpress.

Create e-blast templates in various email marketing platforms.

Complete marketing research and 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, 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
- + Kelly Lauretti Trenholm | Print and digital materials, e-blast design
- + Hartford Symphony Orchestra | Print materials
- + CB Jewelry Design | Branding