



# Erica Trenholm

Graphic Designer & Front-End Web Developer

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**LinkedIn:** [linkedin.com/in/etrenholm](https://www.linkedin.com/in/etrenholm)

**Development Portfolio:** [etrenholm.github.io/response-umbrella](https://etrenholm.github.io/response-umbrella)

**GitHub Profile:** <https://github.com/etrenholm>

## 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 Languages, Tools, and Frameworks

HTML, CSS, JavaScript, Express.js, Node.js, React, Handlebars, jQuery, Bootstrap, Tailwind, Git, GitHub, Heroku, VSCode, MongoDB, MySQL, Wordpress

### 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

Simsbury, CT | December 2017 - Present

Work with a team of 12-15 to support key clients in the design and development of 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 benefit guides, total compensation statements, email campaigns, SPDs, postcards, mailers, newsletters, brochures, infographics and more.

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

Refresh and further establish the Spitfire Communications brand.

Collaborate with the marketing team to produce digital graphics for social media posts.

### Graphic Designer Co-Communications

Farmington, CT | 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

Successfully design website mockups, finalize designs and build websites in Wordpress.

Create e-blast templates on various email marketing platforms.

### Graphic Design Intern Hartford Symphony Orchestra

Hartford, CT | 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

Bristol, RI | 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.

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

### Freelance Graphic Designer

August 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