

ERIN PATTIE

erinpattie.com • erinepattie@gmail.com

RELEVANT WORK EXPERIENCE

ALL POINTS PR
Chicago, IL
April 2022 - Present

Creative & Digital Associate Manager for award-winning PR firm

- Plan, write, design, and post on social media for clients, growing followers at a rate of up to 71% per account across LinkedIn, Instagram, and Facebook.
- Create, implement, and manage Google Search, YouTube, Meta, LinkedIn, and Spotify ads for clients, garnering over 6.4 million impressions on Google Ads.
- Design marketing collateral for clients for a variety of occasions, including industry conferences, websites, and communication with potential franchisees.
- Create fully designed industry-wide emails blasts with an average open rate of 42.5%.
- Work across departments at All Points on company brainstorms, supporting PR, Content Marketing, and Lead Qualifying departments in daily tasks and larger projects.

AVANCE HEALTH
Highland Park, IL
July 2021 - April 2022

Junior Graphic Designer for preventive health benefits company

- Ideated, planned, and created marketing materials for staff and clients.
- Designed Savings Reports, informational onboarding packets, and one page marketing materials for 14+ clients.
- Implemented design software and graphics editing tools to maximize marketing effectiveness.
- Analyzed data and information to determine the best visual language and communication style for each project.
- Wrote and edited copy for materials on current health news and health and insurance related topics.

CANTINE
London, UK
March 2020-April 2020

Marketing Intern for digital creative agency

- Edited teasers and social media content for clients' upcoming album releases.
- Researched and assisted with digital marketing strategy for clients' album releases, campaigns, and projects.
- Researched and presented audience and client profiles.
- Evaluated clients' digital presence to identify strengths, weaknesses, and growth opportunities.

SKILLS

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|---------------------------|-------------------------------------|--------------------|--------------------|
| • Adobe Creative Suite | • Google Ads | • Copywriting | • Video Production |
| • Graphic Design | • Meta, LinkedIn, and Spotify Ads | • Copy Editing | • Video Editing |
| • Social Media Management | • Written and Verbal Communications | • Graphics Editing | • Storyboarding |

EDUCATION

ELON UNIVERSITY
Elon, NC
2017 - 2021

Bachelor of Arts in Communication Design, Minor in Creative Writing, Cum Laude
Lambda Pi Eta Honor Society, Gerald Gibson Award for Leadership in College Radio