



Erin Maria Formulak

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Education

James Madison University
Class of 2019
School of Media Arts & Design
B.A. in Creative Advertising
Minor in Spanish
Cumulative GPA: 3.335

Skills

Spanish
Copywriting
Photography
Photo Editing
Videography
Video Editing
Adobe Photoshop
Adobe Illustrator
Adobe Lightroom
Adobe InDesign
Adobe Premiere Pro
WordPress

Experience

Marketing Coordinator – Artemis Distribution – March '20-April '22

- Rebranded the company by redesigning the logo and authoring the official brand guidelines
- Redesigned and implemented two official brand websites, [Cryoskin](#) and [Plason](#), within the beauty and skincare industries
- Created marketing collateral for social media, face-to-face events and advertisements that is currently in use by the company and its 1200+ partners
- Recognized as the company's go-to creative resource for designing collateral via a multitude of mediums including print, digital, and video
- Managed and developed website templates for Partner Website Program

Marketing Intern – Viromii – May '19-July '19

- Provided insight in improving the company's marketing strategy
- Redesigned the company's website which improved the user interface and navigation of the site
- Established the company's online personality by improving blog posts and designing online material
- Created media such as online graphics and conducted a staff photoshoot

Graphic Design Intern – WMA – May '18-July '18

- Provided graphic material for clients and the design team
- Made promotional content for clients
- Gained valuable experience in public relations management and attended public relations strategy meetings
- Assisted with lighting, posing, and set-up for a professional photoshoot

Leadership Experience

Advertising Club – September '17-May '19

- Served as the VP of Public Relations as an IRB certified executive member
- Gained hands-on experience designing ad campaigns for clients Ocean Spray and Weinerschnitzel

Alternative Break Program – March '18-May '19

- Co-led, planned and executed a volunteer service spring break trip to Dismas House in South Bend, Indiana

First Year Orientation Guide – August '17

- Volunteered as a guide for a group of first-year students during fall orientation week at JMU