

DIANNE ERWIN



FACEBOOK.COM/DIANNEERWINCREATIVE

408 HARBOR DRIVE S.

727.510.6013

INDIAN ROCKS BEACH, FL 33785

EMPLOYMENT

Blondie Comic Strip

Clearwater, FL - Marketing Director 2007 – Present

Key figure in design and implementation of web site, performed assignments effectively and efficiently under tight deadlines. Developed email blasts on a monthly basis, and social media campaigns, brochures, reprints, postcards, logos, fan brochures, keyworded files for easy archiving. Directed photo shoots and completed other tasks as needed to Worked with Interaction Design, typography, and color theory to create motivating online & printed communications.

O'Neill Clothing

Irvine, California - Art Director 2004 – 2007

Responsible for managing and crafting O'Neill Clothing's Junior's and Girls brand message, while appealing to a target demographic under restrictive time & budget constraints. This included development of annual creative briefs & directional calendars, advertising campaigns, branding, marketing collateral, trade show booth design & web site materials. Managed and produced photo shoots annually, edited fashion imagery for catalogs, in store signage & advertising. Expert market analyst with the ability to research trends through media & competitive retail markets. Train, supervise and provide art direction to Graphic Designers in the art dept. Managed multiple concurrent projects in different stages, oversaw projects from concept to completion.

Roxy/Quiksilver

Huntington Beach, California - Graphic Designer/ Art Director 2000 - 2004

Advanced knowledge of print production including: proofing, press checks, color correction & photo retouching. Worked closely with the marketing team, VP of marketing & Creative Director. Duties included art direction on photo shoots, photo editing surf & fashion imagery for all types of marketing materials. Managed Co-branding projects from concept to completion. Projects included Bus wraps, cell phones, surf board designs, packaging, book covers, billboards, catalogs, advertising, t-shirt designs, hang tags, POS, corporate identity, collateral, web graphics & video editing. Co-branding projects included: Toyota, Motorola, Neutrogena, HarperCollins, Boost Mobile & Surftech Surfboards.

SKILLS

Platform - Mac OSX
Adobe InDesign
Photoshop
Illustrator
Fireworks
CSS
HTML
Flash

Global Branding
Marketing
Creative Vision
PR
Photo Manipulation
Trade Show Booth Design
Advertising
Photoshoot Art Direction
Product Styling
Magazine Design
Point of Sale Design
Packaging Design
Brand Identities
Social Media
Web Design

EDUCATION

Bachelor of Fine Arts in Studio Arts/Minor Art History - 1998

College of Charleston, Charleston, SC

Bachelor of Fine Arts in Graphic Design - 2000

The International Academy of Design, Tampa, FL

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