

DIANNE ERWIN

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Innovative and results-driven Marketing Professional with extensive experience in developing strategic marketing campaigns, managing digital content, and fostering strong client relationships. Adept at leading cross-functional teams, implementing customized marketing strategies, and driving business growth. Skilled at collaborating with internal and external stakeholders to create engaging content and execute marketing initiatives that align with business objectives.

AREAS OF EXPERTISE

Marketing Communications | Integrated Campaign Strategy | Brand Development & Management
Social Media Campaigns | Strategic Marketing Planning | Adobe Creative Suite
Creative Direction | Performance Optimization | Cross-Functional Collaboration

WORK EXPERIENCE

Marketing Manager

Blondie Comic Strip | March 2024 – Present

- Led a comprehensive brand refresh initiative, introducing a new character, modernized color palettes, and updated logos to strengthen brand identity and market positioning.
- Spearheaded social media and digital marketing campaigns that increased audience engagement and boosted Instagram followers from 4K to 23.5K within one year.
- Provided creative direction for advertising content, and website redesigns to align with brand and business goals.
- Analyzed campaign performance metrics, created dashboards to track KPIs, and leveraged data to optimize digital strategies.

Senior Designer, National Instruments (NI) (Contract)

Liaison Creative + Marketing - Austin, TX | May 2020 – March 2024

- Created and executed comprehensive content strategies that boosted NI's global brand presence through targeted digital and print campaigns, engaging content, and high-impact marketing collateral, resulting in a 35% increase in lead generation.
- Managed relationships with internal teams and external creative agencies, ensuring timely delivery of branding projects and adherence to brand guidelines.
- Collaborated with global teams to create a comprehensive brand guidelines portal, ensuring brand consistency across all marketing and communication materials.
- Partnered with cross-functional teams to implement new marketing technologies.

Marketing Art Director

Dianne Erwin Creative - Austin, TX | Mar 2010 – April 2020

- Served as primary marketing contact for multiple clients, providing ongoing marketing support and developing tactical marketing campaigns that achieved business goals.
- Established and implement effective social media strategies, email marketing, advertising, and content management systems to optimize brand presence and customer experience.
- Analyzed marketing performance data to create short- and long-term plans, presenting actionable insights to stakeholders to ensure alignment with overall business goals.
- Recommended and managed creative agencies, developed project scopes, and oversaw branding initiatives to deliver high-quality assets that elevated brand recognition.

Art Director

O'Neill Clothing & Wetsuits Divisions - Irvine, CA | Mar 2004 – Dec 2007

- Led strategic rebranding and advertising campaigns for O'Neill's women's division, resulting in a 15% sales increase.
- Organized and executed four annual photoshoots with a \$250K budget, producing high-quality imagery for digital and print marketing campaigns.
- Conceptualized and directed ad campaigns by collaborating with photographers, sales, and creative teams to produce compelling visuals for O'Neill's diverse market segments.

Graphic Designer/Art Director

Quiksilver / Roxy - Huntington Beach, CA | Jan 2000 – Mar 2004

- Managed the global branding strategy for Quiksilver/Roxy, ensuring consistency across international markets.
- Directed artistic vision for styling and photoshoots, creating visually striking imagery that aligned with the brand's visual identity.
- Led the design and execution of national ad campaigns, overseeing production for digital and print materials to maximize campaign reach and effectiveness.

EDUCATION

Bachelor of Fine Arts in Graphic Design – 2000

The International Academy of Design & Technology, Tampa, FL

Bachelor of Fine Arts, Studio Art – 1998

College of Charleston, Charleston, SC