

Erik Anderson

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PROFESSIONAL SUMMARY

Creative and detail-oriented Marketer, passionate about visual storytelling and brand identity. Skilled in Adobe Creative Suite in concept development, typography, and layout design to support marketing and branding initiatives digitally and physically. Excel in a collaborative environment, bringing innovative ideas to enhance visual communication to gain hands-on experience and contribute to dynamic design projects while learning industry best practices.

SKILLS

✓ Social Media Strategy ✓ Graphic Design ✓ Digital Storytelling ✓ Email Marketing ✓ SEO
✓ Trend Awareness ✓ Data Analysis ✓ Project Management ✓ Teamwork

EXPERIENCE

MARKETING, Marquette University, Milwaukee, WI

2022-2024

Graphic Designer

- Designed 45+ print and digital advertisements to promote upcoming events happening on campus at Marquette University using Photoshop, Illustrator, and InDesign for all projects.
- Organized printing of 70+ client projects of print advertising to promote campus events. All projects printed using a Canon Image Runner Advance C55351, or a Canon Pro-4000S.
- Collaborated with clients' requirements in order to attract targeted audience's curiosity in attending the advertised events.
- Restructured Excel schedules of project assignments for graphic designers in the office.

INTERNSHIP

MARKEL INSURANCE, Pewaukee, WI

2023

Digital Marketing Intern

- Designed the digital brand book to inform Markel employees how to properly follow digital brand guidelines.
- Created 30+ categories to decide how to organize product information on the Markel website.
- Updated availability of 400+ articles on website in order to keep relevant information available to Markel Insurance brokers.
- Updated details of product features listed on the Markel website such as state availability, concise descriptions of policy coverage, or insurance agent contact information.
- Collaborated with interns to instruct employees on how AI will affect marketing and communications related to the insurance industry.

EDUCATION

MARQUETTE UNIVERSITY- Milwaukee, WI May 2024 **Bachelor of Arts Degree in Advertising**

Minor: Marketing GPA: 3.55/4.

Awards & Scholarships: Dean's List (Fall 2021, Spring 2022, Fall 2022, Spring 2023, Fall 2023, Spring 2024) MU Pere Marquette Scholarship, Cum Laude.