

# erica a. de flamand

*mobile*

203.901.6035

*email*

ericanne@gmail.com

*web*

ericadf.com

*personality*

INFJ

6w5

## EDUCATION

### University of Connecticut

#### **Bachelor of Fine Arts - Graphic Design, Photography, Creative Writing**

Designer, Jorgensen Center for Performing Arts

Manager, Student Design Center

Designer, UConn's Poetic Journeys program

Art Director and Designer, Long River Review

Graphics Editor, UConn's The Daily Campus

## PROFESSIONAL EXPERIENCE

### **The Summer House**

Founder, Designer + Photographer, 2008 - Present

*the-summerhouse.com*

*The Summer House offers creative collaborative agency-style services to businesses, individuals and non-profit organizations.*

- Oversees the day-to-day operations of a small business, managing client relationships, administrative tasks, and leading a team of artistic freelancers/colleagues to fulfill project requirements.
- Develops brand strategies for clients, encompassing the conceptualization, design, and creation of logos, color families, and comprehensive marketing plans.
- Executes a wide range of print and digital design projects, including brochures, posters, magazines, books, catalogs, direct mail, stationary suites, special event invitation suites, product packaging, websites, displays, and more.
- Engages in journalistic, portrait, event, and corporate photography for clients, specifically tailored to integrate seamlessly into design and marketing projects; responsible for shooting, styling, and editing.
- Presents iterative rounds of creative design to clients and guides the process of translating client desires and feedback into the final deliverables.
- Manages and prepares files (artwork) for final production, establishing file standards for all client files in progress and archived.

### **The Boat Company**

Contract Designer + Photographer, 2008 - Present

*theboatcompany.org*

*The Boat Company is the only non-profit educational organization offering luxury eco-cruises in Southeast Alaska and having reinvested over \$30 million into conservation efforts.*

- Envisions and crafts print, branding, and digital projects, such as seasonal newsletters/magazines, event displays, and client experience materials.
- Engages in journalistic photography for incorporation into marketing and promotional materials, handling tasks such as shooting, styling, and editing.
- Oversees all creative assets for the company, including logos, photographs, written content, and final design files.

# erica a. de flamand

*mobile*

203.901.6035

*email*

ericanne@gmail.com

*web*

ericadf.com

*personality*

INFJ

6w5

## **Equuvation**

Founder, Executive Director, 2016 – Present

Certified CTRI and ESMHL, 2016 – Present

*equuvation.org*

*Equuvation is a nonprofit organization that aspires to promote innovation, education, and professional service delivery in any field of activity centered around the horse-human connection. Equuvation has created a safe and thoughtful space for children, teens and adults to seek healing and education through equine-assisted and nature-based therapies and activities. Equuvation specializes in services for individuals who have disabilities; and those whose lives have been impacted by trauma, abuse or chronic illness.*

- Spearheading the initial and strategic long-term planning for the organization's operations and programs, ensuring alignment with its mission.
- Collaborating with the board and staff to fulfill the mission through impactful programs, services, and community outreach.
- Developing resources, including grant writing, to ensure the organization's financial health.
- Overseeing and reporting on the community impact of the organization.
- Providing leadership and effective management of staff, clinical contractors, and volunteers to ensure comprehensive support in all areas.
- Cultivating a diverse, highly qualified staff and volunteer community through continuous education and personal development opportunities.
- Facilitating a "think tank" with colleagues to innovate and develop industry-specific projects and outreach initiatives in response to community and client needs.
- Designing curriculums for diverse client populations within equine-assisted and nature-based programs/services.
- Creating branding, design, and marketing materials to support the organization's mission.
- Leading committees in the development and implementation of special events for fundraising or awareness-building, furthering the organization's mission.
- Maintaining certification requirements for ESMHL (Equine Specialist in Mental Health and Learning) and CTRI (Therapeutic Riding Instructor).
- Co-facilitating clinical mental health sessions as an ESMHL alongside a treatment team to achieve client goals.
- Leading experiential equine-assisted education and therapeutic sessions as a CTRI to reach client goals.
- Taking charge of leading and co-facilitating specialized retreats for corporate clients focusing on leadership, team building, communication, and self-care.

## **Tribble Creative Group**

Senior Designer + Art Director, 2007 – 2008

Contract Designer, 2008 – 2010

*Tribble Creative Group [now TCG Events] is a trusted partner in the planning, design, and execution of corporate, nonprofit, community and personal events.*

- Conceived and crafted print and digital materials to enhance the purpose and execution of various special events, encompassing invitation suites, brochures, posters, presentations, displays, and websites.
- Offered art direction during creative installations, productions, and video/photography essential for supporting the success of special events.

# erica a. de flamand

*mobile*

203.901.6035

*email*

ericanne@gmail.com

*web*

ericadf.com

*personality*

INFJ

6w5

## **Tribble Creative Group** (continued)

- Spearheaded the interpretation of client desires and feedback, guiding the transformation into final visual design products and seamless event implementation.
- Traveled with the sales and production team to be present on-site at special events, ensuring meticulous oversight of brand and design implementation.

## **Pure Creative** LLC

Senior Designer + Creative Director, 2006 – 2007

*Pure Creative was\* a boutique creative services studio that provided branding, design, digital and other visual marketing products to small businesses. \*Due to the divorce of the husband/wife team who founded Pure Creative, the business dissolved in 2007.*

- Envisioned and crafted logos along with brand strategies for clients.
- Presented iterative rounds of creative design to clients, taking the lead in translating client feedback into the final comprehensive brand package.
- Executed the integration of branding and design concepts into diverse print and digital projects for client businesses, spanning brochures, posters, websites, product packaging, and more.

## **Unicomm** LLC

Senior Designer, 2003 – 2006

*Unicomm is a conference and expo production company, specializing in the adventure and luxury travel market and creating large-scale annual events in major cities across the United States.*

- Formulated and crafted comprehensive materials encompassing print, digital, and display elements for the company's products and services, with a focus on conferences and expos.
- Contributed to copywriting efforts across marketing, design, public relations, and website content for both the company and its clients.
- Engaged in on-site presence at national events, accompanying the sales and production teams. Responsibilities included overseeing brand and design execution, coordinating client setups, and managing media, news, and public relations coverage and relationships.

# erica a. de flamand

*mobile*  
203.901.6035

*email*  
ericaanne@gmail.com

*web*  
ericadf.com

*personality*  
INFJ  
6w5

## LEADERSHIP EXPERIENCE

### **Backroad Portfolio** | Co-founder and Art Director, 2023

A seasonal celebration of America's backroads through modern storytelling and compelling imagery.

### **The Society Guide** | Co-founder, Designer and Photographer, 2018

A membership-based program for nonprofits that works to connect members with generous donors and their advisors.

### **Coker College** | Guest Presenter for Design Courses, 2008 - 2012

Classroom workshops curated for design students: "Top 10 Tips" for Designers; Client Management, Workflow, File Standards and more.

### **Race2Ring** | Chairman of the Board / Board Member, 2008 - 2013

A nonprofit welfare and advocacy organization dedicated to the rescue, rehabilitation, retraining and adoption of off-the-track Thoroughbred horses.

### **Tribble Creative Group** | Executive Leadership Team, 2007 - 2008

An elected member of an internal committee, aimed to provide leadership and continuing education opportunities for the company's team members.

### **York Technical College** | Adjunct Professor, 2007 - 2008

Adjunct professor for Design I., Design II. and Photography I. courses; responsible for developing curriculum and completing the requirements set forth by the college for all students to receive appropriate credit.

### **Charlotte Chamber** | Member, Creative Services Council, 2007 - 2008

Flagship member of the newly formed Creative Services Council with the Charlotte Chamber of Commerce, aimed to help connect area businesses and organizations with quality creative services.

### **Misty Meadows Mitey Riders, Inc.** | Board Member, 2007 - 2013

A nonprofit center providing therapeutic horseback riding for children with disabilities free of charge to their families.

### **drumSTRONG [DrumsForCures]** | Board Member, 2007 - 2011

A nonprofit that produces drumSTRONG events globally to raise awareness and funds in support of cancer survivorship, education and research.

# erica a. de flamand

*mobile*  
203.901.6035

*email*  
ericanne@gmail.com

*web*  
ericadf.com

*personality*  
INFJ  
6w5

## AWARDS + RECOGNITION

- **Gold Magellan Award** for Consumer Direct Mail Campaign by Travel Weekly
- **Silver W3 Award** for Web Design from International Academy of Visual Arts
- **Communicator Gold Award of Excellence** from the International Academy of the Visual Arts for Print Design
- **Telly Awards** for print and display design in the categories of Education, Social Issues, Charitable/Non-Profit and Live Event
- **EVIE Award** for Best Print Design from International Special Events Society
- **Photo Laureate** - Published Summer 2008
- **First Place** from the Carolina Arts Commission Film Festival
- **Best Print Design Award** for International Assoc. for Exhibition Management
- **National Director's Prize** for Undergraduate Journal Design - UConn

## DESIGN + PHOTOGRAPHY EXHIBITIONS

- **Collective128: Photography IV** - Exhibiting Artist (photography)
- **Street Dogs** - Exhibiting Artist (photography)
- **Lille Liv** - Exhibiting Artist (photography)
- **For Sale** - Exhibiting Artist + Student Curator (design)
- **Long River Review** - Exhibiting Artist + Student Curator (design)
- **Class Action** - Exhibiting Artist Collaborative exhibition focusing on social issues (design and photography)
- **University** - Exhibiting Artist + Student Curator "Poetic Journeys" (design)

## THEATRE, FILM + TELEVISION

- **Salon Theatre Co.** - Co-founder and Producer - a theatre concept that created short plays in collaboration with chefs/restaurants or in private homes for special events and fundraisers; collaboration with playwright, Terry Roueche.
- **"Mitey Riders"** - Producer - Mini-Documentary
- **"Assa Abloy"** - Producer and Art Director - Product Trailer for International Manufacturing Company
- **"Grape Jelly"** - Producer and Art Director - Award-Winning Short Film
- **"Tracey Reynolds"** - Producer, Director and Concept - television commercial for Real Estate Attorney
- **"LickMyDorito.com"** - Producer and Art Director - television commercial concept and site for the Superbowl (Doritos)

# erica a. de flamand

*mobile*

203.901.6035

*email*

ericanne@gmail.com

*web*

ericadf.com

*personality*

INFJ

6w5

## **VOLUNTEER**

- Haven's Foundation
- Circle de Luz
- One7 Academy / Nest Academy
- DrumsForCures, Inc. / drumSTRONG
- GIL Project, Inc. - Faces of Diversity
- KinderMourn
- Alexander Youth Network
- Race2Ring
- Misty Meadows Mitey Riders
- Brook Hill Farm
- High Hopes Therapeutic Equestrian Center
- Special Olympics
- YALE Riding Program for the Inner-City
- Local Food Pantries and Animal Shelters

## **ADDITIONAL CREDENTIALS**

- PATH Intl. Certified Equine Specialist in Mental Health and Learning
- PATH Intl. Certified Instructor for Therapeutic Riding
- International Society of Rider Biomechanics Certified Instructor
- Natural Lifemanship and RhythmicRiding Certified
- Red Cross CPR and First Aid Certified
- Mental Health First Aid Certified

## **SKILLSET**

Apple OS

Adobe Creative Suite

Microsoft Office / G-Suite

Canon Photography Equipment

Website Content Management Programs

Mixed Media (painting, printmaking, sculpture)