

erica a. de flamand

mobile

203.901.6035

email

ericaanne@gmail.com

web

ericadf.com

personality

INFJ

6w5

RESUMÉ HIGHLIGHTS

Professional Background:

- Two decades of experience in creative marketing and design, encompassing both freelance and agency roles.
- Proficient in conceptualizing, designing, and developing original logos and brand families.
- Expertise in creating style guides to ensure the consistency and integrity of brands across all mediums.
- Strategic planning and execution of integrated marketing campaigns involving print, digital, PR, trade show displays, and more.
- Accomplished in layout design, copywriting, and editing for newspapers, magazines, books, and various marketing materials.
- Accomplished professional photography in commercial, journalistic, and personal contexts.
- Art direction for diverse projects including event and exhibition management, film and commercials, print and digital design campaigns, and curated photo shoots to support brand and marketing efforts.
- Recognized with awards in print design, photo, event management, and film.

Technical Proficiency:

- In-depth knowledge of Adobe Creative Suite, G-Suite, and content management platforms for websites and e-marketing
- Strong understanding of typography, layout and design fundamentals, and creation and implementation of file standards

Extensive leadership, team management and mentoring:

- Established a creative services studio as its founder.
- Served as the founder and executive director of a nonprofit dedicated to delivering mental health services and therapies in an underserved community.
- Co-founded and played a pivotal role as a producer in a salon theatre company.
- Led teams of designers in various capacities.
- Conducted portfolio reviews and offered career mentoring to emerging designers and photographers.
- Contributed expertise through nonprofit board positions.
- Held the position of adjunct professor, teaching Design I, Design II, and Photography I.

Soft skills:

- Proven ability to prioritize and successfully manage multiple projects in a fast-paced, self-directed environment.
- Commitment to cultivating teams and collaborating with others, embracing both successes and challenges.
- Strong problem-solving and critical thinking skills from both right-brain and left-brain perspectives.
- Effective verbal and written communication skills.
- Openness to receiving and providing constructive critique, adapting to the evolving needs of clients, teams, and organizations.
- Client- and cause-focused mindset.
- Inherent curiosity and eagerness to explore new knowledge.