

ERIN MATULIS

Experience

LET'S TALK

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CORPORATION FOR FINDLAY MARKET • Cincinnati **Graphic Design and Marketing Manager**

August 2022 - Present

- Lead graphic design and marketing efforts for Findlay Market; oversee creation of digital and print collateral, photography, and visual strategies to enhance brand presence.
- Develop and execute social media strategies; oversee all platforms, content creation, engagement, and analytics to drive brand awareness and audience engagement; increased follower growth by 70% since 2019.
- Implement website management strategies; optimize user experience and ensure accurate and up-to-date content; serve as a subject matter expert on digital platforms.
- Collaborate with internal departments to plan and communicate project goals effectively; maintain alignment with organizational objectives and standards.
- Create and manage graphic and digital collateral for special events, promotions, and programs; deliver consistent branding and impactful visual representation.
- Develop goals and evaluation tactics for seasonal marketing campaigns; monitor data analytics to track performance and inform strategic decisions.
- Manage vendor relationships; provide design support and photography services to enhance their businesses and support special events.
- Lead physical signage and wayfinding projects in the Market District; ensure accuracy, timeliness, and visual appeal to enhance visitor experience.
- Manage recruitment, hiring, and training of Marketing and Communication Coordinator, Graphic Design Associate and Communication Co-ops; foster a collaborative and productive work environment.
- Coordinate with media outlets to provide photos and videos of Findlay Market for promotional use; contribute to broader marketing efforts and community engagement.
- Assist with media relations, PR efforts, and event logistics; promote the Market in numerous media appearances (i.e., iHeart Radio, Local 12 WKRC); demonstrate flexibility and willingness to contribute to various organizational initiatives.

Graphic Design and Marketing Coordinator

June 2021 - August 2022

Graphic Design and Communication Associate

May 2019 - June 2021

Graphic Design Associate

May 2018 - May 2019

BAREFOOT PROXIMITY: DIVISION OF BBDO • Cincinnati **Design Co-Op**

May - August 2017

- Interned in the Creative Department at Cincinnati's second largest advertising agency.
- Created emails, illustrations, presentations, digital branding, and print materials for two of the agency's largest clients, Procter & Gamble and Cincinnati Children's Hospital.
- Designed and managed Barefoot's social media platforms; increased impressions and followers by 200%, leading to larger reach and increased job applications.

SUGARCREEK PACKING COMPANY • Cincinnati **Design Contractor**

January - February 2017

- Developed templates, images, and marketing materials for SugarCreekTV to increase communications with production line workers and promote the company's food solution brands and bacon products.

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Education

Mercyhurst University • Erie, PA
Graduated 2018, Summa Cum Laude
3.98 GPA
B.A. Graphic Design
Photography minor

Skills

Adobe Creative Suite
Graphic Design
Social Media Management
Digital Marketing

Print Design
Storytelling
Project Management
Strategic Communication

Photography
Branding
Wayfinding
Public Relations

Video Production
HTML/CSS
Mailchimp / Klaviyo
Hootsuite

Committee Involvement

- O.T.R. Chamber of Commerce Marketing & Events Committee, 2022 - Present.
- Findlay Market Opening Day Parade Committee, 2019 - Present.

Honors & Awards

- Sister Angelica Cummings Art Award for Creative Excellence, recognition as Mercyhurst's top class of 2018 student in Department of Art, Design, and Communication.
- Dean's List, each semester, 2014 - 2018.
- Lead Designer for Mercyhurst's Creative Arts Magazine, Lumen, January - April 2018.
- Silver American Advertising Awards, Illustration Design, 2017.
- NCAA Division II varsity athlete on Women's Water Polo Team, 2014 - 2018.
- Collegiate Water Polo Outstanding All-Academic Status Award, 2015-2018.