

ERIN LIVENGGOOD

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SKILLS

- **Design Programs:** Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Type Servers (Universal Type Client), Asset Managers (NetX)
- **Other Programs:** Salesforce, JIRA, Microsoft 365
- **Design Strengths:** art direction, brand integrity, strategic implementation of ideas and processes
- **Soft Skills:** clear communication, collaborative, strong presenter

WORK EXPERIENCE

Manager, Creative Services | Catalina Marketing, St. Petersburg, FL | April 2022 – Present

- Leverage design expertise, product understanding, technical knowledge and team relationships to help lead, mentor and grow a remote production team located in San Jose, Costa Rica and the United States.
- Troubleshoot and/or art direct escalated creative tasks to ensure solutions are strategic and successful. I'm hands-on with approximately 40% of the roughly 250 creative requests submitted each month.
- Interview, assess, hire and onboard new Creative Services team members (Graphic Designers, Digital Designers, Production Coordinators).
- Support team by providing feedback, encouragement, and course-correction based on data, development goals and individual needs.
- Lead, plan, execute and deliver design solutions for Catalina's range of digital and print media (static/animated banners, storyboards, product demos, dynamic ads and coupon prints).

Creative Services Process Manager | Catalina Marketing, St. Petersburg, FL | April 2020 – April 2022

- Develop, document, and manage the creative team's processes for products, procedures and design best practices.
- Write and maintain internal training plans for workflow and new products, as well as external creative-related documentation.
- Onboard new Creative Services team members, training on workflow, technologies and Catalina best practices.
- Provide art direction, process course-correction and overall best practice guidance to the Creative Services team and Operations partners.

Senior Graphic Designer | Catalina Marketing, St. Petersburg, FL | April 2017 – April 2020

- Concept and design successful collateral across mediums that strengthen brand awareness.
- Partner cross-functionally on strategic initiatives that improve the creative process, Catalina products and service to our clients.
- Identify, analyze and develop creative solutions that streamline processes and scale successfully.

Graphic Designer | Catalina Marketing, St. Petersburg, FL | July 2014 - April 2017

- Design, revise and deliver effective consumer coupons and promotional ads for print and digital mediums under tight timelines.
- Optimize, revise and pre-flight client-supplied or existing graphics to ensure production specifications are met.
- Push design concepts and stagnant processes further in a pooled production environment while maintaining consistency for brands, internal partners and external clients.

Creative Specialist I | University of Central Missouri, Warrensburg, MO | February 2011 - June 2014

- Design and mediate the production of print and digital marketing collateral (brochures, billboards, digital banners, etc.).
- Execute an average of 75 design and marketing tasks concurrently with due dates ranging from one-day to eight-weeks.
- Manage and provide art direction to student designers.
- Collaborate with a team of writers, creatives, and directors to develop and adhere to university's strategic positioning platform.

Graphic Designer | The Sedalia Democrat Newspaper, Sedalia, MO | August 2008 - February 2011

- Design and pre-flight ads for a 4-color press
- Design and create print schedules for special sections that published quarterly or monthly

EDUCATION

- Bachelor of Science in Studio Art with concentration in Graphic Design | Florida State University
- General Studies | Northwest Florida State College