

Erinn McKenna

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EDUCATION

SUNY Purchase | BA, New Media

2015 - 2019

- President's Award for Achievement for School of Film & Media Studies.
- Art director and social coordinator for "Off/On" 2019 New Media Thesis gallery.
- Sat on tenure review board for current Co-Chair of New Media department.

EXPERIENCE

Reed Exhibitions | Marketing & Design Associate

Norwalk, CT | Feb '20 - Present

- Designed a diverse array of print and digital marketing collateral including banner ads, sales sheets, event signage, and overview decks for major jewelry tradeshow JIS and JCK.
- Crafted copy and graphics for multiple weekly newsletters, audience-facing email campaigns, and in-house corporate communications in email campaign platform, Eloqua.
- Wrote monthly social content calendars and designed assets for social including animated videos and on-brand static images. Increased organic Instagram engagement by 25% including comments, saves, and sends.
- Reported weekly on email, social, and paid campaign analytics and hosted monthly meetings presenting on comparative data; strategized upcoming content based on reports.
- Executed collaborative, complex tasks under short-term deadlines with large-scale event teams.

Box 8 Creative | Social Media Marketing Intern

New Haven, CT | Sep '19 - Jan '20

- Developed content and maintained community engagement for social media platforms of 10 individual successful restaurants.
- Art directed and organized photoshoots onsite and in studio for social media content and paid advertising.
- Wrote weekly content campaigns including event promotions, influencer contracts, or general content that aligned with the goals and visual aesthetic of the clients.

International Studio and Curatorial Program | Administrative and Communications Intern

Brooklyn, NY | Jun '18 - Aug '18

- Wrote monthly donor newsletters based on institution news, current artist profiles, and any upcoming or past gallery openings.
- Curated industry content for institution's social media platforms and blog.
- Photographed and filmed weekly talks, gallery openings, and annual Summer Open Studios. Edited content into videos, animated gifs, and on-brand static images for social media platforms and blog.
- Interviewed new artists and wrote corresponding web profiles, social content, and press releases to be distributed amongst the greater NYC art community

SKILLS

- Marketing Design
- Motion Graphics
- Facebook Ad Center
- Mailchimp, Eloqua
- Adobe Suite
- Social Media Management
- Google Analytics
- Wordpress
- HTML/CSS
- Copywriting
- Microsoft Suite
- Project Management