

Erinn McKenna

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Education

SUNY Purchase | 2015 - 19

Bachelor of Arts in New Media

- ◆ President's Award for Achievement | School of Film & Media Studies
- ◆ Designed web and print graphics, coordinated social media for "Off/On" 2019 New Media Thesis exhibition
- ◆ Sat on tenure review board for current Co-Chair of New Media department
- ◆ Dean's List 2017 - 19

Professional and Technical Skills

- ◆ Graphic and Web Design
- ◆ Social Media Strategy, Coordination, and Analytics
- ◆ Video Editing and Producing
- ◆ Copywriting
- ◆ Product and Portrait Photography
- ◆ Microsoft Suite (Word, Excel, Powerpoint)
- ◆ Adobe Suite (Illustrator, Photoshop, InDesign, After Effects, Lightroom, Premiere)
- ◆ HTML/CSS
- ◆ Wordpress and Squarespace
- ◆ Mailchimp and Eloqua
- ◆ Facebook Creative Hub/Ad Center

Professional Experience

Reed Exhibitions | Norwalk, CT

Marketing Delivery Associate | Feb '20 - Present

- ◆ Developed a diverse array of marketing assets including banner ads, sale sheets, and weekly email designs for 6 trade show events
- ◆ Maintained websites and major social media platforms for 2 large trade show brands
- ◆ Created content and met long-term marketing goals for social media and email campaigns for 6 trade show events
- ◆ Proactively completed complex tasks with short-term deadlines in high-pace environments and large-scale show teams

Box 8 Creative | New Haven, CT

Social Media Marketing Intern | Sep '19 - Jan '20

- ◆ Maintained content and community engagement for 5 instagram accounts of successful local restaurants
- ◆ Boosted interest and met weekly follower goals through strategic research of local and global follower demographics
- ◆ Drafted and produced weekly instagram brand enhancing campaigns for each account, including original content and captions for event promotions or general content that aligned with the goals and visual aesthetic of the clients

International Studio and Curatorial Program | Brooklyn, NY

Administrative and Communications Intern | Jun '18 - Aug '18

- ◆ Oversaw community engagement and consolidated content for Facebook, Twitter, and Instagram
- ◆ Photographed and filmed weekly talks, gallery openings, and annual Summer Open Studios
- ◆ Organized new artist residents and donors into Salesforce
- ◆ Interviewed new artists and wrote profiles, web content, and press releases for the NYC art scene