

# ERIN GORDON

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## EXPERIENCE

Flatiron Books (Macmillan Publishers)

NEW YORK, NY

**Assistant Director, Art & Marketing**

April 2021–November 2024

**Senior Designer**

April 2019–March 2021

**Designer/Web Developer**

January 2017–March 2019

- Collaborated on concepts and copy briefs from the VP Executive Director of Marketing and multiple digital marketing managers, often performing same-day design turnarounds
- Conceptualized and executed branding for major marketing campaigns of national bestselling fiction and nonfiction adult and young adult titles
- Designed marketing and publicity creative for over 50 frontlist plus backlist titles per year, such as sell sheets, advance readers' editions, digital advertising and print advertising, social media content, promotional items and packaging, mailer boxes, booklets, cover animations, book trailers, and custom landing webpages
- Led and created the imprint's brand and visual identity, developing a cohesive design language for socials, marketing collateral, and internal presentations
- Supervised design contractors and freelancers, including onboarding, assigning projects, and managing deadlines
- Maintained marketing design schedules, asset management and archive, and overhauled routing process to project management software
- Worked closely with art, editorial, operations, and production departments
- Produced 3D product shots, both virtual and live, and manipulated images as needed for social media and retailer use
- Designed and developed monthly newsletters and stand-alone emails
- Performed image research and acquired licensing rights for stock and original art
- Prepared and approved print-ready materials for in-house teams, print vendors, and manufacturers

St. Martin's Press (Macmillan Publishers)

NEW YORK, NY

**Designer, Creative Services**

July 2014–December 2016

- Under the direction of the marketing team, creative directors, and art director, conceptualized, designed, preflighted, and prepared print and digital advertising and promotional materials
- Designed and developed responsive landing pages for lead titles
- Created template files and more efficient procedures for design team
- Assumed manager responsibilities as needed

Mod Worldwide

PHILADELPHIA, PA

**Designer**

March 2013–June 2014

- Responsible for the design, production, proofing, and preflighting of print materials for a Fortune 100 health insurance company, including plan guides, brochures, emails, direct mail
- Collaborated with key team members, developed efficient production procedures and templates, and mentored new design staff on brand quality standards

**Art Director**  
**Graphic Designer**  
**Web Developer**

## EDUCATION

Bachelor of Fine Arts  
in Graphic Design

**The University of the Arts**  
**PHILADELPHIA, PA**

August 2008–May 2012

- Graduated with Honors
- Minor in Book Arts/  
Printmaking
- Presidential Scholarship

**Goucher College**  
**BALTIMORE, MD**

August 2007–May 2008

- Presidential Scholarship

## SKILLS

### ART & DESIGN

Typography, digital advertising, print production, motion graphics, photo editing, packaging, social media assets, mechanicals, banners, brand guidelines, templates

### ADOBE CREATIVE SUITE

Photoshop, InDesign, Illustrator, After Effects

### WEB DEVELOPMENT

HTML5, CSS3, jQuery, email newsletters

### MICROSOFT OFFICE

Word, Excel, Powerpoint

### GOOGLE WORKSPACE

Docs, Sheets, Drive

### MAC & PC