



Erica Masters

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I am a hard working, highly motivated, team leader with over 13 years of experience in design, management, production, marketing and sales. I have worked my way up from an entry level to Production Manager overseeing an Art Department with a collaborative mindset who enjoys crafting original ideas and making them a reality.

What I know

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Microsoft Office Suite

Mac/Windows OS

Strong Leadership Skills

Project Management

Highly Organized

Attention to Detail

Team Oriented

Excellent Time Management

Problem Solver

Outstanding Communication Skills

Expert Knowledge of Print & Production

Able to Multi Task

Performs Reviews & Sets Goals for Dept.

Conceptual Development

Holds Creative Meetings & Reviews

Hiring & Training

Results-driven Approach

Server Organization

Education

Kendall College of Art & Design

Grand Rapids, MI | Bachelor of Fine Arts

Graphic Design 08 | Academic Honors 4 yrs.

First Place: CSI Poster Design Contest

Published in Construction &

Design Professionals Expo

3rd Place: Creative Smack down of

West Michigan Advertising Competition

Work Life

Olympus Group

Internship: Formally known as Ross & Associates | 4/08 – 8/08

Experience of designing and producing large format outdoor boards, point-of-purchase, marketing and promotional materials. Designed for McDonald's, GFS, Dash In convenience stores, and Celebration Cinema.

Production Coordinator: Olympus Group, Kentwood, MI | 7/09

This was it...the start of my career! My OCD & organization came in full swing. I created the daily production schedule, designed, had time management skills and communication between our Sales Dept & Art Dept. I worked with McDonald's Corporate on creative, developing relationships, and maintained all creative and legal approvals for McDonald's.

Managed Celebration Cinema Sales Account: Additional Role | 2011

This is where I start to wear multiple hats! I built, maintained relationships and had sales as a priority. I doubled my expected sales goal in my 2nd year. I was able to come up with creative & unique executions, learn the production side, and be on site for all client projects and installs.

Production Manager: Promotion | 2013 - current

My office may have gotten bigger over the years, but I have remained grounded. I continue to oversee our Art Department, design, and my knowledge has grown and diversified. I design, collaborate, and guide our team on Out-of-Home, Point-of-Purchase materials, trade-shows, special events, printed collateral, digital materials, Flyers & Catalogs, and building a resource website from the ground up. It's one thing to design in these areas, but we produce at Olympus Group and with various vendors. I have product knowledge, client and vendor relationships & managing a team, expertise in my back pocket.

W.L. Perry Associates

Office Assistant | Designer, Architectural & Engineering Firm, MI | 3/09 – 7/09

Designing numerous marketing and promotional materials. Managed client information, maintained website, database and library archives. Prepared reports, spreadsheets and licenses.

Auxiliary Advertising

Design Assistant, Rockford, MI | 9/08 – 1/09

Implemented design in the following areas: brochures, product style guides, upholstery hang tags, showroom window graphics, & traditional printed pieces.

Freelance Opportunities | current