



multimedia
marketing designer
erika-lynn anderson

- # 707.657.3765
- @ erika.lynn.anderson@gmail.com
- be behance.net/elynnanderson
- f facebook.com/erikalynnmedia
- in linkedin.com/in/elynnanderson
- t twitter.com/theLynnAnderson
- erikalynnanderson.wix.com/media

PHYSICAL ADDRESS
16010 Drake Rd, Apt B
Guerneville, CA 95446

STATEMENT OF CHARACTER
Design geek. Loyal friend.
Slow home minimalist. Goofy mom.
Reiki student. Killer brownie maker.



TO WHOM IT MAY CONCERN,

There are many designers out there, many folks who's business it is to make things visually appealing and able to compete with other companies in the same industry. That is awesome, but is it functional and will it last for the long term? Anyone can design something and make it pretty. Just as anyone can draw a person. The difference is grasping the needs of the company: its financial limitations, customer needs and apply said company in such a way to the world at large that will keep them in a positive top of mind position... all while keeping things "pretty." Having a designer, they must be able to do this and I've worked very hard for the last ten years to perfect my listening skills and firm hold of functional art, along with a plethora of other necessary know-how's.

One might look at my work history and look down on my doing freelance. That's nice. Good on you... not really. I'm a single parent with a very strong work ethic. I enjoy working and appreciate being able to put food on my table. Does this make me a threat to other companies? No. I also do as much non-profit/pro-bono work as I can. Does that mean that I'm trying to compete with someone else? No. Those groups and schools usually cannot afford to hire anyone and my stepping in isn't taking business from anyone. I am simply being a productive member of my community. I have kids and live here, why wouldn't I be a positive influence on those around me? Exactly! Priorities are a good thing.

So, let's get to the important stuff: Why do I want to work at a company, namely your company, and not do freelance. Easy, stability and being part of a team. I relish both, especially as a single parent. Add in loyalty to said team and for me it's a winning equation. I enjoy adding my experience to a team that is driven by an A-type personality. I am also strong enough in my experience to drive my own projects. I don't mind either scenario and can excel in both. Again, I'm a team player which is why I crave finding the right company to settle in a remain for the long haul. The only question remaining, is your company the right place for me?

Call or email me and we'll get coffee, chat, discuss books, design, or if a five ounce swallow really could carry a one pound coconut.

- Lynn -

REFERENCE VIA MICHELE BELLAH, BUYER AT COPPERFIELD'S BOOKS

"Hi Erika-Lynn, I would like anyone you are thinking of working for to know what a pleasure it is to work with you. The graphic art results are great and your attitude is open and caring."

REFERENCE VIA JOHN PENDLEY, FORMER EXECUTIVE SALES DIRECTOR AT FIRST WYOMING CAPITAL

"As the Director of Area Development for a Wyoming-based holding company, Lynn and I became acquainted as the result of a recruiting as I had placed for a sales person in 2011. Lynn, both in her application as well as her interview, absolutely stood out above all other candidates. Professional, personable, enthusiastic and just wonderfully amiable, she gave me no choice but to hire her immediately. What I later realized is that Lynn's skill set not only includes a strong aptitude for interpersonal relationships and networking, but she possesses an uncanny talent for design and marketing. A high level of artistic competence and contemporary relevance infiltrates virtually every aspect of her day to day work. She also understands and utilizes social networking media like no one I know! Lynn thrives in an environment that values creativity, vision and perfection. I would recommend her for any position she is compelled to pursue."

REFERENCE VIA RICHARD HOULBERG, FORMER GENERAL MANAGER AT QUIK QUARTER

"Until just recently, I have been Lynn's immediate supervisor for the last year. I found her to be consistently pleasant, tackling all assignments with dedication and a smile."

"Besides being a joy to work with, Lynn is a take-charge person who is able to present creative ideas to all different education levels and explain the benefits of those great designs. During her time, she was attentive to the people around her. She was always on time to work and arrived with a desire to get to work. She created many display ads for clients that had in the past been difficult to please."

I recommend Lynn for employment. She would make a great asset to any organization."

WOULD YOU LIKE TO READ MORE POSITIVE REFERENCES? JUST LET ME KNOW!



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STATEMENT OF FACT

My foundation and back bone is my grasp
and understanding for functional multimedia design.

What drives me is my passion for good work
the need to enjoy what I do, and the love of helping people.



EXPERIENCE

In-House Designer/Web Coordinator at Copperfield's Books HQ
Event promotion design, Book promotion design, Website in-depth redesign, Social Media style redesign.

Contract Designer/Miscellaneous at Sonoma County Gazette
A little design and whatever I can manage for the wonderful Vesta and Aleta over at the SCG.

Project Manager/Owner at Allegory LLC
Multimedia project management, media design, marketing, management of contractors, publishing design, consulting, creating a new out-of-the-box start-up company.

Account Executive at Appaloosa Broadcasting/Casper Radio Group
Client interaction, account management, copy writing, company marketing/promotions via KTED/KOOL 105/Buckin' 92.5.

Marketing/Special Sections Designer at Casper Star-Tribune
Creating/designing all marketing and sales material. Campaigns such as We Read (CST, NCPL and NCSD) advertisements and My Trib - logo/magazine layout. Special sections: Homestyle/ Live Well/ Volunteer Wyoming/ Green/ and others.

Graphic Designer/Editor at Quik Quarter Want Ads
Newspaper layout skills, more in-depth understanding of advertising/paper editing, and working with a wide clientele base.

Graphic Designer/Pre-Press Technician at House of Printing
Graphic design, typeset, client interaction, recreation of multimedia, Adobe and SDP-RIP software comprehension.

Multimedia Marketing Designer/Consultant at Anderson Original
Graphic design, websites and social media geared for small business.

GIRL GOT GAME

Multimedia Design Fine Art, Layout of Publications/Press, Photography, Tailoring, Web Design.



Branding/Identity Consulting, Strategy, Implementation

Wholistic Marketing. Viewing Production/Marketing/Sales as a whole. Using intrusive and soft forms media.

Public Relations Interactive Marketing/Networking

WEAPONS OF CHOICE



SECONDARY ARSENAL



AMBITION

To be horribly blunt, my ambitions/goals are simple: Life is short, live it. Laugh with your family. Remain loyal to your friends. Enjoy your job, just make sure to bring home the bacon.

Oh, and that five year goal, I don't have that. Not for lack of ambition, but life happens while you're busy planning it. I'm still young and am just absorbing the experiences and knowledge of the amazing people I meet as I go. Developing as a professional and learning new ways to apply the wealth of information that I've had the privilege to gain.

REFERENCE VIA KAI HAWK, OWNER OF VECTOR MASK

"Just a little excerpt from the letter of recommendation I wrote for Erika-Lynn last year, for those wondering what she's all about:

"I trained Lynn Anderson in Graphic Design several years ago, and I can proudly state that she was the best student I ever had, and the most tireless worker I ever supervised.

She's mastered every lesson I've ever given her, and she excels at all artistic and technical aspects of digital and print design work and prepress.

She specializes in Marketing Design, and I barely feel competent to evaluate her in this area because she understands so much more about it than I do.

She's also the most fiercely loyal person I have ever known. Everyone wants to believe that they're a team player, but Lynn truly is. To be her friend is an honor and a privilege, and her energy and enthusiasm for her work and for the people around her never cease to impress me.

I'm proud to have been Lynn's mentor for the last eight years, and honestly I think I've learned as much from her as she has from me. I look forward to all I can learn from her in the future."