

ERICA BELL MURPHY

► PROFESSIONAL EXPERIENCE

MAY 2021 – PRESENT

Creative Director **GasBuddy**

I was recently promoted to oversee and guide both marketing and product design.

This new structure is helping us achieve a unified brand voice and vision across all consumer touch points.

JANUARY 2018 – APRIL 2021

Senior Manager & Head Designer **GasBuddy**

Oversee the creative agency inside of the marketing department. Develop and guide all assets that reach consumers and business partners. This includes: email campaigns, advertisements, in-app screens, landing pages, social media assets and much more.

Art direct and design layouts in tandem with the copywriter – keeping marketing initiatives, strategic positioning and target audience in mind.

SEPTEMBER 2014 – JANUARY 2018

Senior Designer **Vistaprint**

Partnered with copywriters to concept global product launches, sales and events that resulted in the execution of style guides, photo shoots and the creative development of email, print, social ads, on-line display and web assets.

Led the global print channel and Vistaprint catalog. Which included: design, art direction, project managing, leading photo shoots and working closely with marketing partners from concept to press check.

Actively participated in focus groups and consumer testing, in order to better solve for the needs of our customers.

DECEMBER 2005 – SEPTEMBER 2014

Senior Designer **Studio G @ Grossman Marketing Group**

Worked in a fast paced, deadline-driven environment while overseeing and coordinating with digital and print vendors to ensure production quality from concept to completion.

Collaborated with writers, illustrators and account managers to initiate design process.

Conceptualized and designed digital and print media for a broad range of clients, from large local corporations like the Boston Celtics, to nationwide campaigns such as the American Civil Liberties Union.

► FREELANCE

2005 – PRESENT

Designer **Freelance**

Produce high quality brand identities, web graphics, social media assets, packaging, promotional advertising, marketing materials and more.

I love to challenge myself with freelance in my spare time. It allows me to scratch a creative itch and keep my portfolio feeling fresh (no one wants to see THAT many email designs about saving on gas).

► EDUCATION

2001 – 2005

UMass Dartmouth **BFA, Graphic Design & Typography**

CONTINUING EDUCATION

2007: MassArt • Print Production

2011: MassArt • Web Design

2016: American Graphics Inst. • InCopy

2016: American Graphics Inst. • Advanced InDesign



View my portfolio:
erica-bell-murphy.com

USERNAME: **Futurefriend**

PASSWORD: **Partyon**