

# Erik Reynolds

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## SUMMARY

Experienced Marketing Specialist with a proven track record of successful communication and event management skills. Expertise in developing and implementing effective marketing strategies, managing teams, and driving business growth. Demonstrated success in enhancing brand reputation, increasing engagement, & improving organizational culture. Degrees in both Public Relations & Strategic Communication and Graphic Design.

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## EXPERIENCE

### Digital Marketing & Communications Coordinator | Ronald McDonald House of the Greater Hudson Valley | Valhalla, NY | April 2021 - Present

- Developed and executed comprehensive marketing and promotional strategies to increase brand awareness resulting in capital growth of 100% each year.
- Strategized, planned, and executed fundraising events in collaboration with the event management team, effectively raising capital funds for the organization. Oversaw event setup, management, and documentation, including photography and videography, for future marketing endeavors.
- Create and manage marketing materials, including brand kits, social media posts, emails, website updates, and advertising collateral, to enhance online presence and increase awareness of the organization's events, accomplishments, staff and family testimonies, as well as sponsorships and/or partnerships.
- Developed compelling press releases and media outreach copy to effectively promote organizational initiatives and achieve extensive media coverage.
- Manage teams of interns to boost social media outreach and adapt to the changing needs of the marketing environment (i.e., platform updates, shifting marketing dialogue from the organization).
- Brand, maintain, and optimize the House website, social media, and email blasts, ensuring compliance with RMHC standards and guidelines, and actively managed the House's online presence & reputation while monitoring analytics to optimize data trends.

### Lead Operations Manager | Gobrand Inc. | Lafayette, IN | September 2017 - May 2019

- Oversaw 35+ drivers and 5+ managers daily, while also organizing and maintaining a warehouse with over 3,500 products.
- Successfully conceptualized, organized, and promoted diverse campus marketing & branding events; catered to various interests, ensuring maximum participation and engagement.
- Developed strategic alliances with local businesses and universities to enhance the event offerings, resulting in increased sponsorships, resources, and collaborative opportunities.
- Oversaw the design, production, and distribution of high-quality print marketing materials, effectively conveying event details and generating heightened excitement among the target audience.
- Utilized data analytics to improve the efficiency, quality, and customer experience of marketing, production, & execution of services.
- Implemented standard operating procedures (SOPs) for e-commerce and retail operations to ensure order accuracy and fast, efficient delivery to customers.
- Coached and provided ongoing feedback to Associates to develop their skills and improve overall performance.
- Ensured compliance with federal, state, and local regulations to maintain a safe and legal operation, including Food Handling & Storage regulations.

### Social Media Manager, Graphic Designer, and Marketing Liaison/Intern | Granite Student Living | West Lafayette, IN | September 2016 - July 2017

- Spearheaded the company's social media presence and managed marketing campaigns across multiple platforms including Facebook, Instagram, Snapchat, and Twitter to increase brand awareness and engagement.
- Established partnerships with local businesses to plan and coordinate festival events, driving foot traffic to the company's properties and expanding the customer base.
- Created visually compelling designs for both print and web applications, ensuring that all production-ready graphics met established brand standards.
- Produced high-quality image files for use in both digital and traditional printing, ensuring that all graphic materials remained consistently on-brand and visually appealing.
- Conceptualized and executed marketing and promotional advertisements that resonated with target audiences, utilizing market research to anticipate upcoming trends and stay ahead of the competition.
- Designed and developed new, on-brand visual materials and media that elevated the company's marketing efforts and helped to drive business growth.

### Marketing & Print Professional | Staples | Nanuet, NY | July 2011 - November 2014

- Managed and maintained the production workflow for print and marketing materials, utilizing large machinery such as commercial Xerox copy machines, industrial-sized paper trimmers, and large format binding and folding machines, to deliver high-quality products that fulfilled customer needs.
- Designed and created distinctive marketing materials including flyers, business cards, brochures, posters, and postcards, utilizing Microsoft Publisher, Adobe Photoshop, and Adobe Acrobat to ensure that all materials are visually appealing and effectively communicated key messaging.
- Supervised a team of 6+ copy center technicians, providing coaching and support in responding to and resolving customer-related concerns and issues.
- Monitored weekly supply orders and analyzed weekly sales reports to ensure that the copy center remained properly stocked and that sales targets remained our primary focus.
- Played a leadership role in the store, driving customer satisfaction by assessing customers' needs, providing superior customer service, and focusing on quality.
- Trained and coached associates to assist in print production as needed, creating and managing production workflow, and maintaining machine functionality and organization to ensure that all orders were completed on time and to the highest quality standards.

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## EDUCATION

**B.A., Public Relations & Strategic Communication | Purdue University | West Lafayette, IN | 2019 | 3.2**

**A.A.S., Graphic Design | Rockland Community College | Suffern, NY | 2012**

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## SKILLS

**Marketing Strategy, Social Media Management, Event Management, Communications, Leadership, Project Management, Graphic Design, Customer Service, Sales, Public Speaking, Logistics, Operations**

**Software: Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Giveffect, Adobe Acrobat, Adobe Premiere, Microsoft Office, Google Apps, WordPress**