



**Deborah Ervin**

**Creative Marketing and Communications**

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**Areas of Expertise:**

Extensive creative marketing career spanning the Non-Profit, Corporate, Publishing and Entertainment Industries; with expertise in marketing, social media, public relations, design, photography and event planning. MarCom efforts include press releases, brochures, newsletters, blogging, social media content, planning and managing special events, presentations etc.

**Experience:**

**Creative Freelancer, nationwide** (Ongoing)

*([www.deborahervin.com](http://www.deborahervin.com) / [www.deborah-ervin-photography.com](http://www.deborah-ervin-photography.com))*

Freelance and consulting in the areas of: promotions, events, marketing strategy, design, copywriting and photography. Clients include: Pool Watch Inc., Howl at the Moon, Greystar Management Properties: Jones Chicago and Xavier Apartments, Golub & Company: Moment and One East Delaware Luxury Apartments.

**Inspired by Cooper & Elliott, Chicago IL** (2013 to present)

*Owner/artist ([www.cooperandelliott.com](http://www.cooperandelliott.com))*

Launched online business offering custom pet portraits, private photo shoots and merchandise; Developed unique digital watercolor renderings, social media advertising, website content, design and upkeep.

**Center for International Rehabilitation (CIR)** (2007-2013)

*Director of Marketing/Communications*

Developed targeted marketing, PR and creative for each program under the umbrella brand; Increased awareness of flagship program/online traffic 100% via new media strategies; Managed logistics of events, conferences and meetings.

**Institute for Transfusion Medicine Blood Banks, Chicago, IL & Pittsburgh PA** (2000-2006)

*Director, Creative Services (Chicago)/Manager - Marketing and PR (PA)*

Hired to revive a Pittsburgh blood bank's defunct marketing department; Led marketing, event and media initiatives. Success in PA resulted in promotion to sister blood bank in Chicago; Developed brand identity and online presence; Increased Chicago market penetration from 5% to 70% awareness within 12 months.

**General Nutrition Corp. (GNC), Pittsburgh PA** (1999-2000)

*Customer Marketing Manager*

Managed \$18M budget for promotions and direct marketing programs for GNC Gold Card loyalty program (3.5M members); Produced and distributed e-newsletters; Developed and designed direct mail campaigns, inclusive of: magazine overwraps, product sampling programs, e-marketing and national sweepstakes.

**New Ray Films, Pittsburgh, PA** (1992-1999)

*Publicist*

Public relations for startup Independent Feature Film Production Company; Promoted feature film in over 20 international Film Festivals, winning several honors; Developed brand identity and marketing collateral.

**Measurements & Data Corp., Pittsburgh, PA** (1990-1999)

*Marketing and Promotions Manager*

Promoted two technical bi-monthly journals for international publishing house; Launched direct mail campaigns; Designed creative, illustrated special covers; Orchestrated logistics for trade shows.

**Software**

Adobe Creative Suite (Photoshop power-user); MS Office; MS Publisher

**Creative**

Graphic/Concept Design; Typology; Color Theory; Article, Blog, website content and Grant writing; Photography, Illustration (traditional and digital), Figure Drawing, Painting, Sculpting

**Education**

Indiana University of Pennsylvania, BFA

*Major Concentration: Graphic Design Minor Concentration: Illustration/Drawing*

**Resume URL**

[www.deborahervin.com](http://www.deborahervin.com)