

- Seasoned creative designer and marketer - deep skills in branded design and execution
- Collaborator with broad experience in team leadership and professional mentorship
- Hands-on digital producer and content creator - web, graphic, and video design expert

EXPERIENCE**ELEVATEDPRIMATE PRODUCTIONS, AUSTIN, TEXAS****2012—present****Principal / Creative Director (Freelance)**

Work closely with clients to build multichannel digital, social media, and content marketing strategies; develop branding and identity packages from concept to print and online production; lead user experience design and code client websites, create marketing, identity, and documentary videos; design graphics for digital and print; write compelling content, from social media and email campaigns to search engine-optimized blog posts.

Client portfolio includes: Koru Massage and Bodyworks, Devolver Digital, Easter Seals, Picture Perfect Homes, Charity Dynamics, Save The Children, BodyHackingConference, TaffyPrint, ALS Association, Austin Music + Entertainment Magazine, Timeless Trends, American Kidney Fund, and others.

KLRU-TV - AUSTIN PBS, AUSTIN, TEXAS**2015—2016****Interactive Director**

Headed strategy, project management, and execution for all digital activities at Austin's PBS station, covering numerous websites and online fundraising. Using an agency-style model, supported station departments via the creation and ongoing maintenance of interactive and digital media projects. Collaborated with PBS national, member stations, and vendors.

COMPASS LEARNING, INC., AUSTIN, TEXAS**2012—2014****Interactive Marketing Manager**

Led project management, development, implementation, and maintenance efforts for corporate website, company blog, and multiple microsites. Worked closely with multi-functional internal stakeholders to develop detailed project plans, schedules, and creative briefs. Managed internal and external production teams.

CONVIO, INC., AUSTIN, TEXAS**2011—2012****Web Communications Manager**

Defined strategy and headed design, project management, development and daily maintenance for numerous online properties: corporate website and intranet, company blog, association blogs, microsites, etc. Collaborated with internal marketing teams to execute based on company goals. Engaged and managed external design and production resources.

UT AUSTIN: INSTITUTE for PUBLIC SCHOOL INITIATIVES (IPSI), AUSTIN, TEXAS**2008—2011****Senior Program Coordinator - Digital Media & eLearning**

Provided comprehensive design, production, and project management supporting IPSI's web-based education initiatives. Designed, architected, and coded for multiple eLearning resources (TRACK / onTRACK, Texas Project Share, and others).

STREAM57, NEW YORK, NEW YORK**2007—2008****Project Manager / Digital Producer**

Managed and organized complex digital design and production efforts for a range of clients (Nike, Speedo, GlaxoSmith-Kline, Pfizer, Sony, and numerous others). Developed and directly managed client and vendor relationships.

IGNITE! LEARNING, AUSTIN, TEXAS / BROOKLYN, NEW YORK**2004—2007****Director of International Production**

Led creative direction and project management for eLearning production efforts in China, Saudi Arabia, Egypt, India, and Mexico. Managed internal production staff across three multidisciplinary teams.

EDUCATION

THE UNIVERSITY of TEXAS, AUSTIN, TEXAS
Master of Arts: Radio-TV-Film

FORT LEWIS COLLEGE, DURANGO, COLORADO
Bachelor of Arts: Communications

TECHNICAL SKILLS

I have substantial experience with the following software and production skills. This is a partial list.

Please visit www.erichpelletier.com for design, production, and marketing portfolio samples.

DIGITAL DESIGN & PRODUCTION

- HTML5 / CSS3 / Javascript / JQuery
- WordPress, Drupal
- Adobe CC (Photoshop, Illustrator, Premiere, After Effects, InDesign, etc.)
- Sketch
- Screen Capture (Camtasia, Adobe Captivate)
- Videography, Photography & Lighting
- Video Post Production (Adobe Premiere / After Effects CC, Final Cut Pro X, AVID)
- Print Production (digital & screenprint)

MARKETING & SALES AUTOMATION / CRM / ANALYSIS

- Eloqua, Marketo
- Spredfast, Hootsuite
- Salesforce
- Google Analytics
- Google DoubleClick for Publishers (AdSense)
- Convio Luminare and TeamRaiser
- Blackbaud NetCommunity and Raiser's Edge

COMMUNICATIONS & PRODUCTIVITY

- Project and QA Management (Basecamp, Jira)
- WebEx, GoToMeeting, JoinMe
- Google For Work (Docs, Sheets, Forms, Drive, Gmail, Calendar, etc.)
- Microsoft Office Suite (Word, Excel, Powerpoint, Outlook, etc.)
- Apple iWork Suite (Pages, Numbers, Keynote)

ELEARNING AND LEARNING MANAGEMENT

- Blackboard
- Moodle
- Compass Learning Odyssey
- Renzulli Learning
- OpenStar CNX