



EMILY IRWIN

808-281-8925
design@emily-irwin.com
www.emily-irwin.com

SKILLS

Graphic Design
Brand Development
Email Marketing
Print & Digital Advertising
Social Networking
Content Creation
Photo & Video Editing
Community Management
Public Relations
Event Planning
Merchandise
Copywriting

EDUCATION

WESTERN WASHINGTON UNIVERSITY

2007 - 2011
Bachelor of Arts in Design
Emphasis in New Media

KING KEKAULIKE HIGH SCHOOL

2003 - 2007

REFERENCES

DENIZ BILGIN

Director of Operations
HELIX STUDIOS
denizb@gmail.com

ARIAN HOPKINS

e-Marketing Manager
SCHLUTER SYSTEMS
arian@swaycommunications.net

TERESA REMPLE

Owner, TEXTURE CLOTHING
teresa@textureclothing.com

WORK EXPERIENCE

MARKETING MANAGER for HELIX STUDIOS / 13 RED MEDIA

AUGUST 2013 - MARCH 2024 | San Diego, CA (remote)

- Coordinated advertising campaigns across print and web platforms
- Designed packaging, merchandise, publications and promotional products
- Created diverse range of sale ads, newsletters, and web banners
- Developed the visual style and interface mockups for website rebuild
- Managed an expansive content archive and multiple social media accounts
- Promoted events including book tours, conventions, and live appearances
- Wrote blog posts, press releases, item descriptions, FAQ's and technical guides
- Collaborated on set design choices and co-directed marketing photoshoots

LOGO DESIGNER for LOGOMOJO

JUNE 2012 - JUNE 2013 | Montreal, QC

- Revised logo concepts based on client specifications
- Created new designs elaborating on existing feedback and customers needs
- Handled special projects like brochure, label, and stationary designs
- Customer consultations regarding logo designs and general marketing direction

E-MARKETING COORDINATOR for SCHLUTER SYSTEMS

OCTOBER 2011 – JUNE 2012 | Montreal, QC

- Developed concepts and strategy for online identity and customer interaction
- Consolidated the requirements of multiple departments for new website
- Quality Tested existing and developing websites and applications
- Researched new software purchases and coordinated implementation
- Assisted during filming- timecode log, tricast operation, continuity supervision
- Managed organization and creation of online content

SHOP KEEPER AND GRAPHIC DESIGNER for TEXTURE.HOME

APRIL 2009 - JUNE 2011 | Bellingham, WA

- Managed sales, returns, answered customers questions and resolved complaints
- Kept digital inventory and online shops updated
- Designed for print and web, and worked with an established brand identity
- Created and maintained new graphic identity for the physical shop
- Participated in marketing brainstorming and promotion development
- Provided creative feedback on clothing design

GRAPHIC DESIGNER for THE WWU PUBLICITY CENTER

MAY 2010 – SEPTEMBER 2010 | Bellingham, WA

- Worked independently and as a team member
- Maintained close communication and facilitated collaboration with client
- Plotted timelines to meet deadlines
- Worked within budget limitations
- Designed for highly sensitive political and social themes
- Marketed events for a modern minded, variable audience
- Created logos, banners, flyers, posters, buttons, brochures and digital signage

STUDIO ASSISTANT to BETH MARCIL

OCTOBER 2005 – MAY 2007 | Haiku, HI

- Aided in the construction and digitization of original works of art
- Provided design services and website maintenance