

# Erin J. Pelikhov

## Graphic & Web Designer

### WORK EXPERIENCE

#### JCC of the North Shore

GRAPHIC AND WEB DESIGNER: Community Center  
Marblehead, MA, DECEMBER 2018 TO PRESENT

- Design flyers, ads, social media promotional images, program guidebooks, outdoor banners, posters, signage
- Update WordPress web site regularly with events, tickets and donation forms, and create design changes as needed
- Edit videos for online fitness, annual events as needed

#### American Holt

FREELANCE DESIGNER: Supplier of Aftermarket Parts  
Norwood, MA, 2016 TO 2019

Redesigned flyers and created posters and advertisements showing machinery parts, how to order and assemble them.

#### INDIA New England, IndUS Business Journal and The Mishra Group

PRODUCTION DIRECTOR AND DESIGNER: Regional community newspaper, national business newspaper, public relations firm  
Waltham, MA, MARCH 2007 TO MAY 2013

- Designed advertisements for two print newspapers.
- Layed out the copy and ads in the newspapers, and oversaw final production and layout.
- Redesigned INDIA New England Woman of the Year web site. Also created subdomain sites for Wedding Expo, Health Expo, 20 Under 20 Awards and Readers' Choice Awards.
- Designed and sent HTML e-blasts and e-newsletters.
- Designed, created and managed web banner/display ads.
- Updated and maintained the web sites twice weekly using content management, scripting and HTML.
- Managed marketing on social media sites.

#### The Bay State Banner

PRODUCTION MANAGER AND DESIGNER: Urban newspaper covering the African American and minority community  
Boston, MA, SEPTEMBER 2002 TO MARCH 2007

- Designed logo and layout template for monthly "Be Healthy" supplement.
- Worked with the Advertising Department to design print and web advertisements, as a part of the production team.
- Managed 1-2 graphic artists, and delegated assignments.
- Worked with the Editorial Department to lay out the newspaper on deadline.
- Made weekly updates to the online newspaper, as well as periodic design changes.

### FREELANCE DESIGN

#### Dance Dimensions and Forty Steps Dance, 2009 TO PRESENT

Designed WordPress web sites for dance studio and dance company. Make updates as needed for registration and seasonal concerts. Also design fliers, postcards and e-blasts.

#### www.RobinWashington.com, 2003 TO PRESENT

Designed Wordpress web site for freelance journalist. Also designed original HTML site featuring articles, streaming audio and video and photo galleries.

#### Lucky Ten, 2011 TO 2016

Redesigned Web site and made updates using Weebly. Designed fliers, signage and Web ads as needed.

#### Tony Williams Dance Center and BalletRox, 2006 TO 2008

Designed and created ads, postcards, brochures and signage. Also designed new logo and redesigned Web site, www.TonyWilliamsDanceCenter.com. Oversaw transition to redesigned BalletRox Web site at new host, with design edits. Created sub-domain site, www.UrbanNutcracker.com to match new design. Edited flash animation to include new photos.

### EDUCATION

#### Emerson College

BACHELOR OF ARTS, MAY 2002, Boston, MA

New Media Major, Dance Minor

Magna Cum Laude, Honors Program, Dean's List

#### Continuing Education Courses:

- Web Development  
University of Massachusetts-Lowell, 2014
- Intro to Web Development with PHP, MySQL, and Content Management Systems (CMS)  
Brookline Adult & Community Education, Jan.-March 2013
- Advanced Flash Features  
Brookline Adult & Community Education, March-May 2008

### COMPUTER SKILLS (Mac & Windows)

Fully proficient in:

- Adobe Creative Suite
- Audacity
- CSS & HTML
- Google office products
- Microsoft Office
- WordPress

Experience with:

- Joomla • JavaScript • Quark XPress • PHP • XML
- Macromedia Flash and ActionScript
- Various video editing programs