

ERICA GRAHAM
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WORK

Proof @ Beam Suntory

// Freelance Sr. Art Director: 09/2015 - PRESENT

- Concept development of digital, social, experiential, event activations and omni-channel solutions across the Beam Suntory portfolio of brands.

Cavalry Agency

// Art Director: 10/2012 - 05/2015 // Sr. Art Director: 05/2015 - 09/2015

- Concept development, script writing, broadcast, design and digital activation for various brands including Smith & Forge Hard Cider, Redd's Apple Ale, Coors Peak and Coors Light.
- Co-created the Smith and Forge brand voice through a socially led series of campaigns activated on Facebook and Twitter. Engagement on both channels doubled the beer Industry averages, launching it from there into the fully integrated brand that exists today.
- Helped to build three of MillerCoors' innovations brands from the ground up, including REDD'S Apple Ale, Coors Peak and Smith & Forge Hard Cider.
- Responsible for co-creating always-on content and campaign amplification across Facebook, Twitter and Instagram for Smith and Forge Hard Cider.
- Responsible for overseeing work done for the Smith & Forge brand across other roster agencies to ensure creative integration across all channels and demographics.
- Led various photoshoots and color sessions.
- Won agency wide competition that created a socially led creative initiative to promote drinking responsibly across the MillerCoors portfolio of brands.
- Gathered consumer insight and trends to create cohesive creative campaigns for various new business pitches.
- Led several client facing meetings in order to pitch new creative initiatives that answered against a larger brand need.

Norm www.turn2norm.co

// Co-Founder: 09/2012 - 08/2014

- Helped to concept and develop platform and functionality in beginning stages.
- Co-created brand identity look and feel.

Freelance (Draft FCB, Fathom Communications, Crate & Barrel, Arc WorldWide, SK+G Marketing)

// Art Director: 11/2011 - 10/2012

- Designed various web, mobile and social user interfaces.
- Co-created the winning pitch campaign for Waste Management on AMC's T.V. series "The Pitch".

AWARDS

Chicago American Advertising Awards (The Addy's)

// Smith & Forge Hard Cider Integrated Campaign – bronze

// Smith & Forge Hard Cider Social Campaign – bronze

// Smith & Forge Hard Cider Twitter Account – bronze

SCHOOL

Chicago Portfolio School // Art Direction: 2010-2011

University of Illinois at Urbana-Champaign // Bachelor of Science, Advertising: 2006-2010