

# ERIN LITTLEPAGE

erinlittelpage.com | erinlittelpage@gmail.com

---

## CAREER OBJECTIVE

Passionate creative with 6 years of professional experience from working for a top global retailer to assisting a well known fine art photographer in photography direction and coordination, prop styling, photo editing, content creation and all other creative needs. Aiming to leverage my skills to elevate your company's brand and fulfill its creative potential.

## PROFESSIONAL EXPERIENCE

### GRAY MALIN ENTERPRISES, LOS ANGELES, CA

*Creative Specialist, Mar 2020 – Present*

- Coordinate, style, photograph and edit lifestyle photography featuring fine art and products, which has contributed to over 220% growth in revenue growth in last 3 years
- Manage pre-production including creating conceptual mockups, scouting locations, finding and styling models, and sourcing and purchasing props for numerous large-scale global photoshoots in New York City, Aspen, Nantucket, Paris, and more
- Oversee social media content, which includes the designs of Instagram advertising, daily Instagram Stories and posts, and also video content including TikToks and Instagram Reels, which have reached 400K+ views and helped grow the brand's Instagram following by 100K+

### LIDL US, ARLINGTON, VA

*Marketing Specialist, Feb 2019 – Feb 2020*

- Conceptualized, developed and coordinated seasonal magazines, targeted category booklets, and direct mailers while finding creative ways to showcase and feature high revenue products
- Coordinated and art directed all marketing photography used across print and digital platforms
- Managed and organized creative database of 25K+ product images and lifestyle photos
- Developed printing and mailing distribution plans for category booklets and magazines to 800K+ homes

*Graphic Designer, Jan 2017 – Feb 2019*

- Created and executed over 100 printed publications including weekly leaflets, seasonal magazines, and campaign advertisements such as billboards, direct mailers, door hangers, bus shelters, and bus wraps
- Designed digital and printed signage to support 85 stores and provide a cohesive in-store experience
- Created instructional signage for back of house, store and warehouse employees
- Identified a gap with our expansion team and produced B2B brochure for internal real estate team to educate developers, property owners, and brokers to support rapid US expansion

## EDUCATION

### CLEMSON UNIVERSITY - CLEMSON, SC

*B.S. Graphic Communications (Dec 2016)*

## SKILLS

Art Direction • Photoshop • InDesign • Illustrator • Premiere Pro • Lightroom • Figma • Photography • Photo Styling • Videography • Social Media • Environmental Design • Presentation/Deck Design • Print Production • Product Development • Website Design via SquareSpace