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# ERICA LANDER

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## PROFILE SUMMARY

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- Proven expertise in production of Video Games, Animation, TTRPGs, and Narrative Podcasts.
- Strong proficiency of HTML, CSS, JSON, and varying CMS to structure TTRPG books and modules.
- 6+ years of experience in scriptwriting, graphic editing, editorial work, content support, and engaging target audiences through branding and online marketing.
- Consistent track record of launching social media campaigns through in-depth research for production teams that improves brand visibility while meeting and exceeding company standards.

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## RELEVANT COURSEWORK

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- Copywriting      - Web Design      - Marketing Direction
- Graphic Design   - Online Content Management   - Creative Direction

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## EXPERIENCE

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**Creative Director/Design Lead**, 01/2022 - Current

**VulgrCo**

- Elevate company reputation through consistent web development of high-quality creative content using HTML, CSS, & JSON.
- Monitor industry trends to keep creative materials fresh and engaging.
- Manage customer orders, communicate with clients, schedule team meetings, and write project proposals through Google Suite.
- Strengthen brand retention through use of Adobe Photoshop, Adobe Illustrator, Sign Master, and Silhouette.
- Worked up ranks from Sticker Formatter to Creative Director/Design Lead within first two months of employment, and now lead asset creation for stickers, banners, posters, merch and more.
- Upped daily production of stickers by over 20%, reducing number of errors and reships required from 10% to 2% within first four months. Within 2 years, error rate decreased to 1% and sales increased over \$1,500/week.
- Led crew of over 17+ employees, assigning tasks and delegating work as needed to keep production flowing smoothly, efficiently meeting deadlines ahead of schedule.

**Script Writer/Social Media Manager**, 08/2023 - 04/2024

**Quackity Studios** – Remote

- Adapted content for diverse audiences, tailoring to different age groups, cultural backgrounds, and languages.
- Utilized writing, editing, and proofreading skills to produce error-free content.
- Delivered high-quality work under tight deadlines by optimizing time management skills.
- Contributed to 2 award-winning online media productions by crafting memorable stories that resonated with audiences.
- Stayed informed on industry trends and emerging platforms, adjusting strategies to outperform competitors.
- Leveraged cultural knowledge when translating content in over 3 languages to preserve intended meaning while maintaining cultural sensitivity.
- Streamlined the script editing process to ensure timely delivery of final drafts.

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## TECHNICAL SKILLS

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**Analytical Tools:** Excel, Python

**Languages:** English (Fluent), Spanish (Advanced), Brazilian Portuguese (Beginner)  
**Technologies/Frameworks:** Python, CSS, JSON, WordPress

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EDUCATION

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**Bachelor of Arts:** 12/2021  
**California State University Long Beach** - Long Beach, CA

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PROFESSIONAL SKILLS

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| <ul style="list-style-type: none"><li>• Social Media Strategy/Expertise</li><li>• Strategic Thinking</li><li>• Risk Analysis and Mitigation</li><li>• Art Brief Preparation and Scheduling</li><li>• Pitching and Presentation</li><li>• Storyboarding/Animation</li><li>• Strong Written/Verbal Communication Skills</li></ul> | <ul style="list-style-type: none"><li>• Creative Team Leadership</li><li>• Expert Multitasker/Project Manager</li><li>• Managing and Maintaining Client Assets</li><li>• Promotional Marketing and Advertising</li><li>• Concept Development</li><li>• Critical Attention to Detail</li><li>• Unreal Engine 4 and 5, Unity, Maya, and Blender</li></ul> |
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