

Erika Ahlin

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Summary of Qualifications

- Over three years of experience in marketing/public relations for small businesses, skilled in making creating innovative and grassroots marketing initiatives.
- Proficient in online communication. Can effectively utilize Facebook, Twitter, Pinterest, blogger, and wordpress.
- Technical skills include: Adobe Photoshop, Adobe Illustrator, Microsoft Office, HTML and CSS.

Education

University of Utah
Bachelor of Arts Communication
Dean's List

Salt Lake City, Utah
Graduation: August 2012

Experience

Rocket Rebellion
Advertising Director/Co-owner

Spanish Fork, Utah
October 2012-Present

- Conceptualized new media marketing plan that increased our online engagement by 15% in one month.
- Planned and executed new strategies to reach the company's target market.
- Drafted and designed advertising materials for newspapers, magazines, and online mediums.
- Researched companies with similar target markets and created relationships for promo partnerships.

Morris Medical Consulting
Branding and Web Design Intern

Ogden, Utah
May 2012-August 2012

- Collaborated with supervisor to create a solid brand identity for through all mediums the business communicated through.
- Drafted and edited web sites for Morris Medical Consulting and Revenue Cycle Network in order to communicate the enhanced brand identity created to current and future clients.

Absolute Communication
On Campus Public Relation/Advertising Firm
Account Supervisor

Salt Lake City, Utah
January 2012-May 2012

- **Utah Transparency Project**
 - Worked with a team to plan and execute a press conference
 - Collaborated with Public Relation/Advertising professional to create a news worthy event.
 - Wrote and proofread accurate and effective press releases.
 - Designed flyers and a large scale visual for the event using Adobe Illustrator.
- **Leezerwear**
 - Drafted a brochure to accurately communicate the company's brand identity.
- **Utah Poison Control Center**
 - Designed billboard to help increase awareness of the Utah Poison Control Center.