

Erin Hutzul

Designer & Marketing Manager

Creative, professional designer and marketing manager with over 8 years experience working in industry. Producing marketing materials in all facets of design. Always seeking to develop better solutions through problem solving, communication, and thoughtful design.

LOCATION Sudbury, Ontario

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PORTFOLIO erinhutzul.com

EDUCATION

Bachelor of Industrial Design 2012 - 2016

Carleton University, Ottawa On

Worked with the MNR during a year-long final project to design ergonomic solutions for fire hose processing and management.

REAL SKILLS

Planning
Time Management
Communication
Photo Editing
Sketching
Rendering
Video Editing

DIGITAL SKILLS

Photoshop
InDesign
Illustrator
Premier Pro
SolidWorks
Keyshot
Salesforce

DESIGN

Graphic
Product
UI/UX
Website
Exhibition

KNOWLEDGE

Social Media Marketing
LinkedIn & Google Ads
Trade Show Logistics
Product Development
Search Engine Optimization

LANGUAGES

English First Language

French Secondary School Immersion

WORK

Marketing Manager

Dec 2020 - Present

Accutron Instruments

Manage the company's brand identity such as the website, product photography, videos, product labels, brochures, and ad campaigns resulting record sales year over year. Plan, design, and caption content for social media. Oversee advertising campaigns through various outlets as well as website UI/UX and SEO. Handle incoming sales emails, log leads in CRM and provide quotes to potential customers. Organize trade show design and logistics for multiple conferences each year resulting in continued growth of the company's global awareness and branded image.

Industrial Designer

Aug 2016 - Dec 2020

Legend Boats

Developed new boat and pontoon concepts using sketching, SolidWorks 3D modeling and Keyshot rendering. Designed the L-Series pontoon line which led to increased sales in the high end pontoon market. Developed boat models in SolidWorks to create realistic Keyshot renderings and touch-enabled 360° renderings for the web. Produced marketing materials such as catalogues, ads and POP items to grow brand awareness for Legend Boats. Managed product photo shoots, photographer direction and final photo editing using Photoshop.

Career Coach

Sept 2015 - Apr 2016

Carleton University Co-op & Career Services

Provided information to students on program exploration, job search methods and resources at Carleton. As well as booked counselling appointments for further exploration.

Design Intern

June - Aug 2015

Canadian Museum of Nature

Designed displays and interactive visitor experiences, in collaboration with the lead designer. Planned and user-tested various interactive displays with visitors prior to the final design phase, resulting in a successful exhibit with high visitor turnout.