

Erica Moore

BA Graphic Design and Media Arts
Southern New Hampshire University

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* Portfolio: www.ericamooredesigns.com

Graphic design graduate pursuing freelance, contract, or full-time design and hybrid roles. Highly organized and analytical, with experience in financial reporting, process improvement, and account management. Fast learner with a data-driven approach to creative work.

Technical Proficiencies and Skills

Administrative: Microsoft Word, Excel, PowerPoint, Google Suite, Docusign, Slack, Teams, Zoom, Client Relationship Management Systems (2), Billing Systems (2), ADP(Payroll)

Creative: Adobe Illustrator, Photoshop, InDesign, Adobe XD(UX/UI design), iMovie, Wix(Web Design), HTML, CSS

Skills: Web Design, Print and Digital Design, Typography, Illustration, UX/UI design, Visual Hierarchy, Brand Identity, Layout Design

Professional Experience

Freelance and Consulting Services

January 2025 - Present

- Designs the voice studio brand identity package; Assets include logo development, website design, social media assets, and visual standards and formatting guidelines to ensure brand consistency across all platforms.
- Provided operational support and branded marketing services during the 2025 Macy's National Santa Tour.
- Provided event support during the 2024 Salesforce conference in NYC.

Rose Associates New York, NY

February 2023 - December 2024

Assistant Property Manager

- Supported daily operations for a 1,326 unit luxury apartment portfolio; improved workflow coordination and management efficiency. Monitored account compliance with state regulations and maintained accurate documentation.
- Partnered with compliance team, administrative, and software management teams to accurately manage the migration of data from a legacy system to a new CRM, ensuring data accuracy, version control, and document integrity.
- Worked cross functionally with tenants, internal departments, vendors, and external stakeholders to streamline communication and site operations.

Circle In the Square Theatre School New York, NY

September 2020 - October 2022

Administrative Director

- Modernized workflows by implementing digital systems; Designed an applicant tracking system that streamlined annual reporting, improved internal data categorization and accuracy, and reduced the hours needed for project completion.
- Increased class enrolment by 63% by collaborating with Creative Directors to refine branding, clarify mission messaging and execute a targeted advertising strategy.
- Designed and standardized invoicing systems, documentation templates, company letterhead, and other federally required reports. Improved operational efficiency and reduced losses by 50% through structured user-friendly process improvements.

Gotham Operations and The Anthem New York, NY

May 2016 - September 2020

Leasing Agent

- Scheduled property showings, pre-qualified prospective tenants, responded to client correspondence, and maintained accurate CRM data entry to support reporting and operational tracking.
- Retained knowledge of apartment floorplans, and specifications to convert leads into leases and increase customer engagement during tours.
- Drafted and formatted leases and legal documentation for execution, ensuring compliance with regulatory requirements and document control standards.