

 616.799.4955  
 ericphenderson@gmail.com  
 ericphenderson.com

---

## Profile

Marketing professional with experience in business, employee management, graphic design and project management.

### Board of Directors for the Bella Vista Bay Condo Association

President 2018 – 2019  
Secretary 2017 – 2018

### Hobbies

Archery | Disc Golf | Fishing  
Home Renovations | Hunting  
Leatherworking | Traveling

---

## Education

### GRAND VALLEY STATE UNIVERSITY Frederick Meijer Honors College 2011 – 2014

Bachelor of Science in Advertising and Public Relations  
Minors in Studio Art and General Business

## Qualifications

### DESIGN

Acrobat Pro | After Effects | Dimensions | Illustrator | InDesign | Photoshop  
3D Renderings | Animations | Apparel | Custom Awards | Digital Assets  
Digital Displays | Logos | Print Materials | Signage | Tradeshow Booths

### HANDYMAN SKILLS

Cabinetry Installation | Carpentry (rough & finish) | Drywall (hanging & finishing)  
Electrical (minor) | Insulation | Painting | Plumbing (supply & sewage) | Tiling

### PROJECT MANAGEMENT

Creative Problem-Solving | Leadership Skills | Organizational Skills

### OTHER

Microsoft Office | Office Management | QuickBooks | Workamajig (ERP)

---

## Experience

### UFP Industries | Graphic Designer | Grand Rapids, MI | Spring 2022 – Current

- Provide graphic design services to the Communications and HR departments
- Responsible for print materials, digital assets, maps, logos, awards and more

### META4MAT | Project Manager & Design | Comstock Park, MI | Spring 2021 – Spring 2022

- Oversee projects with clients and internal staff from start to finish
- Lead daily team meetings
- Manage production material inventory and internal production schedules
- Design custom two and three-dimensional products for clients
- Prepare art files for large format print production and custom CNC fabrication
- Assist in project assembly and/or installation
- Managed four to six employees

### LEVEL DESIGN | Designer and Office Manager | Rockford, MI | Fall 2014 – Fall 2020

- Designed print materials, digital assets, maps, logos and more
- Designed and formatted presentations for key stakeholder clients
- Managed client relations, specifically with the Spectrum Health Marketing department
- Recorded weekly reports, communicated with clients via phone calls, email and meetings
- Quoted and managed projects for clients
- Posted internal job ads, scheduled and conducted interviews for open positions
- Trained and supervised five employees

### DREAMSPUN | Advertising/Marketing Internship | Ada, MI | Summer 2013

- Developed company advertising, copywriting and design
- Managed social media, and email marketing
- Managed e-commerce product inventory

### GVSU DISC GOLF CLUB | Founder | Former President + Captain | 2012 – 2015

- Founded the GVSU Disc Golf Club
- Led a team to attend the 2015 Collegiate Disc Golf National Championships
- Team won first in the 2015 National Collegiate Hott Shott Putting Championship
- Gained experience in event planning, team collaboration and leadership