

ERIN M. PENDERGAST

Marketing & Business Development Professional | Graphic Designer

✉ erin@erinmariep.com

☎ (813) 446-7141

📍 2902 H. Highland Ave. | Tampa, FL 33602

SUMMARY

Results-driven Marketing Manager with over 15 years of experience in the supply and distribution industry, specializing in innovative campaign development and strategic brand management. Passionate about leveraging creative solutions and data-driven insights to enhance customer engagement, drive revenue growth, and build lasting partnerships. A collaborative leader committed to fostering team success and delivering measurable results.

EXPERIENCE

Marketing Manager | Gulfeagle Supply, Tampa, FL | January 2024 - February 2025

- Plan and execute successful promotional events, customer appreciation events, and trade shows, driving high engagement and ROI.
- Develop and launch multi-channel marketing campaigns (digital, social, print, events) including the Gulfeagle Supply Advantage Mobile App and annual promotions.
- Increase brand image through public relations strategies, media relations, and engaging internal/external newsletters.
- Guides a team of marketing professionals, delegating tasks and fostering collaboration to meet deadlines and exceed campaign objectives.
- Strengthen brand identity through consistent messaging and visual design, including logo consistency and improved signage.
- Nurture customer relationships through targeted marketing efforts and events.
- Collaborates with cross-functional teams (sales, credit, HR) to align marketing initiatives with business objectives.
- Oversee the development and implementation of engaging content strategies, including website copy, social media updates, and marketing materials to attract and retain target audiences and build a strong online presence.

Marketing Coordinator | Trenam Law, Tampa, FL | April 2021- January 2024

- Fostered community relations through sponsorships and networking, reinforcing the firm's presence in the local business community.
- Managed and updated the firm's website and social media platforms, ensuring accurate attorney bios, consistent branding, and timely updates to key content.
- Collaborated with practice group leaders to identify and promote key legal matters on digital and PR platforms.
- Facilitated the onboarding process for new attorneys, including creating bios, organizing photoshoots, and updating online profiles.
- Maintained and streamlined the firm's Customer Relationship Management (CRM) system, improving client data accuracy and integration across marketing channels.
- Designed and executed email marketing campaigns and newsletters for digital and print delivery, achieving higher open rates and client retention.
- Organized various seminars, webinars, and client appreciation events, generating leads and strengthening client relationships.
- Skillfully managed the marketing budget, achieving cost savings while maintaining high-quality campaign execution.

Catering Manager | Graze, Tampa, FL | March 2018 - April 2021

- Established and expanded catering services from the restaurant's inception, achieving over \$15,000 in monthly revenue growth.
- Oversaw and programmed the corporate database to streamline operations.
- Coordinated training sessions for management and staff, focusing on point-of-sale, menu, and procedure updates, improving operational efficiency.
- Designed and maintained menus for the restaurant in print and digital formats, enhancing customer experience and driving sales.
- Coordinated online ordering systems and their implementation, providing customers with convenient ordering options.

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Project Lead & Central Office Administrator | Ciccio Restaurant Group (CRG), Tampa, FL | July 2012 - March 2018

- Led the successful implementation of new point-of-sale systems across 15 restaurant locations, ensuring smooth transitions and minimizing disruptions.
- Streamlined operational processes by maintaining and programming corporate databases, kitchen display systems, and online ordering platforms.
- Enhanced customer experience by designing and implementing corporate-wide menu changes, including print and digital formats.
- Improved operational efficiency by coordinating recipes, inventory updates, and corporate order guides for streamlined operations.
- Supported company growth by creating marketing materials and training packets to support staff development and enhance customer service.
- Managed administrative functions efficiently by overseeing corporate invoices, licensing, and central office scheduling.

Freelance Graphic Designer | January 2014 - present

- Proficiency in branding strategies for enhancing corporate identity and market positioning.
- Strong design skills for various print materials, including brochures, flyers, and promotional materials.
- Effective communication skills for client collaboration and presenting design concepts.
- Project management skills include handling multiple projects, meeting deadlines, and working well in a team.
- Developed visually appealing marketing materials that effectively communicated brand messages and drove customer engagement.
- Expertise in creating visually appealing layouts for diverse occasions and audiences.
- Skill in crafting distinctive and memorable logos for effective brand representation.
- Collaborated closely with clients to understand their marketing goals and translate them into effective visual solutions.

CORE SKILLS

- Strategic Planning & Execution
- Leadership & Team Building
- Digital Marketing Expertise (Social Media, CRM, Branding)
- Event Planning & Community Engagement
- Budget Management & Resource Allocation
- Adobe Creative Suite & Canva Proficiency
- Data Analysis & Problem Solving
- Content Creation (Web, Print, Social Media)
- Campaign Development & Performance Tracking

TECHNICAL SKILLS

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Express)
- Canva
- CRM Platforms (Constant Contact, Dynamics 365, MailChimp, JotForm, Survey Monkey)
- Content Management Systems (WordPress)
- Social Media Tools (Hootsuite, Buffer)
- Data Analysis Tools (Google Analytics, Google Business Profiles, Excel)
- Microsoft Office

EDUCATION

April 2014

A.A., Graphic Design
Sanford-Brown College

May 2003

B.S., Criminology
Florida State University

REFERENCES

REFERENCES ARE AVAILABLE UPON REQUEST.