

ERIN SHIMAMOTO

ERINSHIMAMOTO@GMAIL.COM

WWW.LINKEDIN.COM/IN/ERINSHIMAMOTO

ERINSHIMAMOTO.COM

808-443-8796

LOCATED IN MILTON, FLORIDA

OPERATIONS & PROJECT MANAGEMENT

COMMUNICATION & DESIGN

DIGITAL MARKETING & ADVERTISING

HIGHLIGHTS

- ✓ Operational efficiency
- ✓ Team optimization
- ✓ Project management
- ✓ Vendor coordination
- ✓ Customer experience
- ✓ Strategic process improvements
- ✓ Creative direction
- ✓ Brand consistency
- ✓ UX/UI optimization
- ✓ Cross-functional collaboration

EDUCATION

Rocky Mountain College
of Art + Design

2009–2013 | Lakewood, Colorado
BFA in Communication Design

SKILLS & EXPERTISE

- Adobe Creative Cloud
 - Photoshop
 - Illustrator
 - Indesign
 - Lightroom
- HubSpot
 - CRM
 - Content Hub
 - Sales Hub
 - Marketing Hub
 - Service Hub
- WordPress CMS
- Asana Project Management
- Everhour Time Tracking and Budgeting
- Slack Messaging
- Google WorkSpace
- Photography/DSLR Knowledge
- SEO Best Practices

EXPERIENCE

● Brightlark Digital

December 2020–Current | 📍 Remote

A marketing agency helping B2B businesses with paid media, SEO, HubSpot implementation and management.

SERVICE OPERATIONS MANAGER / PROJECT MANAGER

August 2023–Current

- Oversee daily operations, including project setup, budget management, and quality assurance.
- Improve team performance and client satisfaction through strategic enhancements.
- Coordinate with contractors and vendors to ensure on-time delivery and workload balance.
- Enhance Asana workflows and integrations to streamline project management.
- Fostered team collaboration via Slack and Google Meet, ensuring transparent communication and project progress tracking.

BRAND EXPERIENCE MANAGER

July 2022–August 2023

- Developed and executed a customer-centric vision, optimizing client interactions throughout their journey.
- Implemented effective systems to boost client engagement and satisfaction, resulting in improved retention and growth metrics.
- Collaborated across teams to align client strategies with agency goals and ensure seamless execution.

DIGITAL GRAPHIC DESIGNER

December 2020–July 2022

- Led creative efforts, ensuring design solutions aligned with project goals and inbound marketing strategies.
- Managed client tasks and deadlines, prioritizing effectively to meet project objectives.
- Produced diverse promotional and educational materials including ad campaigns, emails, case studies, landing pages, guides, infographics, and sales documents.
- Enforced Brightlark's brand aesthetics, maintaining consistency with the existing style guide.
- Optimized Brightlark's internal website for enhanced UX/UI based on best practices.

● Freebird Stores

May 2020–October 2020 | 📍 Denver, CO

An online and in-store retail company providing high-quality leather boots, baby shoes, hats, and bags.

GRAPHIC DESIGNER

- Supported marketing initiatives, maintaining brand integrity across digital and print platforms.
- Designed and executed campaigns including landing pages, social posts, and emails.
- Conducted front-end HTML/CSS maintenance for eCommerce and retail platforms.

● Choozle

January 2016–March 2020 | 📍 Denver, CO

Provides a digital advertising software platform to run programmatic advertising campaigns across various mediums.

LEAD WEB DESIGNER

- Established and maintained brand standards for internal and external collateral, enhancing visual identity.
- Led creative efforts and optimized WordPress website performance.
- Developed and executed inbound marketing campaigns, promotional, and educational materials.

● Pure Strategic Solutions

April 2013–December 2015 | 📍 Gunbarrel, CO

An end-to-end digital agency focused on acquisition, conversion and retention strategies and tactics.

LEAD DESIGNER

- Managed design team operations, ensuring alignment with brand and marketing objectives.
- Collaborated with cross-functional teams to delegate work to self and other team members specializing in web design, inbound campaigns, and multimedia production.