



ERIN CACERES

BRAND, SOCIAL & CREATIVE MARKETING

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PROFESSIONAL SUMMARY

Creative marketing and brand professional with 7+ years of experience across social media, content creation, digital marketing, branding, creative direction, UX/UI, and customer experience.

Turns brand and business objectives into engaging customer-facing work across social, video, web, digital, print, and experiential channels, with particular strength in premium consumer, lifestyle, hospitality, beauty, events, and experience-driven brands. Recent work includes social, email, and ad creative for Horoscope.com, Astrology.com, and Keen.com, and marketing and UI for WealthFeed.

Comfortable creating and appearing in talking-head video and social content, developing short-form concepts, and helping brands communicate in a polished, approachable, and visually consistent way.

CORE SKILLS

Social Media Strategy • Content Creation • Talking-Head Video • Short-Form Video • Creative Direction • Brand Strategy • Digital Marketing • Campaign Development • Customer Experience • UX/UI • Graphic Design • Photography & Video Direction • Art Direction • Email Creative • Experiential Marketing • Generative AI (Claude, OpenAI)

PROFESSIONAL EXPERIENCE

AIR DESIGN

Freelance Designer & Creative Consultant

2021–Present

Los Angeles, CA

- Design marketing creative and UI for WealthFeed.
- Develop brand identities, websites, social content, campaigns, and marketing materials for brands and clients.
- Create social-first content, including talking-head video, short-form video concepts, branded graphics, and visual storytelling.
- Lead projects from strategy and concept development through final execution.
- Provide creative direction across branding, social media, web, UX/UI, photography, video, and marketing collateral.
- Manage client relationships, presentations, timelines, and feedback across multiple simultaneous engagements.

INGENIO

2024–2026

Graphic Designer / UI Designer (Contract)

Remote

- Designed Instagram posts, emails, and ads for consumer brands including Horoscope.com, Astrology.com, and Keen.com.
- Designed customer-facing digital experiences that balance business objectives, usability, and brand consistency.
- Turned customer insights and strategic goals into polished digital experiences that strengthen engagement.
- Partnered with product, marketing, creative, and business teams to take initiatives from concept through launch.
- Improved brand and customer experience through research, design systems, testing, and iterative design.
- Managed multiple high-visibility projects while keeping every customer touchpoint consistent.

INTERNET BRANDS

2022–2023

Graphic Designer

El Segundo, CA

- Created digital campaign assets and branded creative for consumer-facing businesses.
- Partnered with marketing and cross-functional teams to turn campaign objectives into clear visual communication.
- Produced creative across multiple digital channels within established brand systems.
- Delivered a high volume of simultaneous projects in a fast-paced digital marketing environment.

INDIVISIBLE ARTS

2020–2023

Graphic Designer

Hermosa Beach, CA

- Developed social content, promotional materials, event creative, and branded communications.
- Created marketing collateral and creative for live events and experiential initiatives.
- Kept brand presentation consistent across digital, print, social, and event environments.
- Turned organizational messaging into engaging visual storytelling.

OMNIVERSE GROUP

2019–2020

Graphic Designer

Culver City, CA

- Developed marketing creative and branded materials across digital and print channels.
- Contributed to brand storytelling, campaign concepts, and creative execution.
- Worked with internal stakeholders to turn marketing objectives into compelling visual creative.

STRAND HILL | CHRISTIE'S INTERNATIONAL REAL ESTATE

2019

Marketing Specialist

Manhattan Beach, CA

- Supported marketing and brand initiatives for a luxury Southern California brokerage affiliated with Christie's International Real Estate.
- Developed digital and print collateral for luxury property listings and agent marketing.
- Contributed to campaigns that increased visibility and reinforced premium brand positioning.

EDUCATION

NORTHERN ARIZONA UNIVERSITY

Bachelor's Degree, Design & Visual Communications

DESIGNLAB

UX Academy