

ERICH PELLETIER

BRANDING | CREATIVE | STRATEGY
Austin & San Marcos, Texas
347.495.1073 | erich@erichpelletier.com
www.erichpelletier.com

- Seasoned brand strategist, designer, and evangelist; experienced creative leader
- Impact- and mission-driven community builder with career focus on education (deep experience in K-12 and Higher Ed marketing) advocacy, and service
- Hands-on producer, designer, and content creator: web, graphic, and video design expert

EXPERIENCE

GREATER AUSTIN ASIAN CHAMBER of COMMERCE, AUSTIN, TEXAS

2022-present

Vice President, Marketing & Communications

Elevate the voice of Austin's Asian and Asian-allied business communities through engagement, education, network-building, and advocacy efforts in collaboration with local governments, businesses, organizations, and public entities. Design and lead programs for nonprofit community activation - brand elevation, content development (fundraising, organizational communications, social media, event branding and identity, etc.), digital design (web, social, print, promo), creative strategy and direction. Conceptualize and execute the Central Texas Asian Impact Project, a multi-stakeholder demographics research and advocacy program.

UT AUSTIN: INSTITUTE for PUBLIC SCHOOL INITIATIVES (IPSI), AUSTIN, TEXAS

2021-2022

Communications Coordinator

Engaged educators, families, and students to increase post-secondary access and enrollment through UT Austin's GEAR UP program. Conceived and executed affiliate-model engagement, communications, and marketing strategies. Worked with stakeholders to design and apply major branding and identity extension. Developed and optimized communications channels (web, email, social media, video) for ongoing campaigns. Provided web design and development services to client teams in UT Austin's College of Education.

UT AUSTIN: CHARLES A. DANA CENTER, AUSTIN, TEXAS

2017-2020

Communications Coordinator - Higher Education Services

Mobilized, guided, and produced high-priority marketing and communication programs to ensure all students have access to excellent mathematics, science, and early literacy education. Engaged stakeholders to develop and produce successful public activation campaigns. Curated, wrote, and designed content for websites and social media channels. Produced multimedia assets (e.g., video, podcasts) for a variety of projects to promote reform in STEM education.

AUSTIN PBS (KLRU-TV), AUSTIN, TEXAS

2015-2016

Interactive Director

Led digital community engagement activities at Austin's PBS station, including Austin City Limits TV. Set and executed strategic vision for public outreach, including online fundraising and development. Using an agency-style model, supported station departments via the creation and ongoing maintenance of interactive channels (web, social, video, etc.). Connected and collaborated with PBS national, member stations, and outside vendors.

COMPASS LEARNING, INC., AUSTIN, TEXAS

2012-2014

Interactive Marketing Manager

Supported educators around the world through state of the art digital learning products. Led design, development, implementation, and maintenance efforts for corporate website, company blog, and multiple microsites. Worked closely with internal stakeholders to develop detailed project plans, schedules, and creative briefs. Managed internal and external production teams.

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EXPERIENCE

CONVIO, INC., AUSTIN, TEXAS

2011-2012

Web Communications Manager

Assisted thousands of nonprofit organizations via constituent relationship management products. Defined strategy and headed design, development, and daily maintenance for numerous web platforms: corporate website and intranet, company blog, association blogs, microsites, and social media communities. Collaborated with internal marketing teams to execute based on company goals. Engaged and managed external design and production resources.

ELEVATEDPRIMATE PRODUCTIONS

2012-2024

Principal / Creative Director (Freelance)

With a strong focus on supporting mission-based and nonprofit clients, I collaborate to strategize and build multichannel digital, social media, and content marketing programs; develop branding and identity packages from concept to print and online production; lead user experience design and code client websites.

My client portfolio includes: Greater Austin Asian Chamber of Commerce, Koru Massage and Bodyworks, Devolver Digital, Easter Seals, Picture Perfect Homes, Charity Dynamics, Save The Children, BodyHacking Conference, TaffyPrint, ALS Association, Austin Music + Entertainment Magazine, Timeless Trends, American Kidney Fund, and others.

UT AUSTIN: INSTITUTE for PUBLIC SCHOOL INITIATIVES (IPSI), AUSTIN, TEXAS

2008-2011

Senior Program Coordinator - Digital Media & eLearning

Comprehensive planning, production, and project management for IPSI's web-based education initiatives. Designed, architected, and coded for multiple eLearning and marketing web resources. Writing and graphic design for online and print.

STREAM57, NEW YORK, NEW YORK

2007-2008

Project Manager / Digital Producer

Managed and organized complex digital design and production efforts for a range of clients (Nike, Speedo, GlaxoSmithKline, Pfizer, Sony, and numerous others). Developed and directly managed client and vendor relationships.

IGNITE! LEARNING, AUSTIN, TEXAS / BROOKLYN, NEW YORK

2004-2007

Director of International Production

Led creative direction and project management for eLearning production efforts in China, Saudi Arabia, Egypt, India, and Mexico. Managed internal production staff across three teams.

EDUCATION

THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS

Master of Arts – Radio-TV-Film (media studies)

FORT LEWIS COLLEGE, DURANGO, COLORADO

Bachelor of Arts – Communications