

Erica Trout

931-220-6730 / ericatroutr.creative@gmail.com

+ Creative Strategist
+ Graphic Designer
+ Brand Storyteller

Creative problem-solver with a passion for bold design, brand storytelling, and bringing big ideas to life. I craft engaging visuals—from menus to marketing materials—that are both striking and strategic. With a strong eye for typography and layout, I ensure consistency across platforms while pushing creative boundaries. Whether directing photoshoots or refining brand identity, I thrive in fast-paced environments, blending strategy, adaptability, and a little creative magic—always with coffee in hand and fresh ideas on deck.

EDUCATION

University of Tennessee at Martin, December 2008
Bachelor of Arts in Visual Communication/Graphic Design

EXPERIENCE

Director of Marketing & Communications

GOLLY G'S ICE CREAM / Oct. 2021 - Present

- Lead all creative efforts, ensuring brand consistency across digital & in-store experiences.
- Develop strategic marketing campaigns, design visuals for social media, menus, promotional e-mails and in-store signage.
- Plan and execute photoshoots, ensuring high-quality imagery that aligns with the brand.
- Manage brand storytelling by crafting compelling designs that drive engagement.
- Implement digital and in-store marketing strategies that drive sales growth.

Graphic Design & Brand Consultant

ERICA TROUT CREATIVE / 2009- Present

- Serve clients across various industries delivering tailored branding & design solutions. Including but not limited to education, publishing, entertainment, retail, & non-profit.
- Provide brand consultation & social media strategies that align with client goals.
- Design & execute campaigns focused on audience engagement and brand voice.
- Create & manage content for social media, websites, and marketing.

Creative Director

REDEFINED BOUTIQUE / July 2019 - Nov. 2023

- Conceptualized and executed high-impact campaigns across email and social media.
- Directed and executed photoshoots and post-production editing.
- Designed e-commerce assets, marketing materials, and in-store signage to maintain a cohesive brand presence.
- Created segmented email campaigns that captured customer engagement and aligned with the loyalty program.

Digital Arts & Design Instructor

CLARKSVILLE-MONTGOMERY COUNTY SCHOOL SYSTEM / May 2015 - Dec. 2021

- Designed and implemented a comprehensive digital arts curriculum, emphasizing typography, branding, and traditional design principles.
- Taught students Adobe Creative Suite to develop their design and storytelling skills.
- Led hands-on projects that mimicked agency workflows and products, preparing students for real-world creative environments.
- Coordinated and executed Advisory Board meetings consisting of industry professionals.

REFERENCES

JASON ROY, 615-364-5035, jroy@thirdwavemusicgroup.com
CARRIE COLE, 208-680-5586, carrie@sidebysideconsulting.com
CHAD YOUNG, 859-583-8986, chad@tunnelvisiondesign.com

SKILLS

Graphic Design
Brand Development
Typography
Layout
Photography
Photo Editing/Retouching
Marketing Strategy
Digital & Print Design
Collaboration
Content Creation
Project Management

PROGRAMS

Adobe Creative Suite

- Illustrator
- InDesign
- Photoshop
- Lightroom

Google Suite
Microsoft Office
Wix

Squarespace
Shopify
Flodesk
Klaviyo
Capcut

LEADERSHIP

North American Ice Cream Assoc.
Session Speaker, 2024

Project Yesu
Board Member, 2019-2021

CMCSS Engage Conference
Session Leader, 2016 & 2018

Leadership Clarksville
Class of 2015

Manna Café Ministries
Fundraising Co-Chair, 2012-2014

University of Tennessee at Martin
Comms Advisory Board, 2010-2013

Portfolio available at
ericatrout.com