

# ERIN J. MIEDEMA

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## **WORK EXPERIENCE.**

### **PCS Company Fraser, MI**

#### **Corporate Marketing Manager, July 2018 – Present**

- Creative thinker and problem solver, leading overall creative marketing strategy and brand experience; including both internal and external experiences.
- Working to refresh overall brand and messaging strategy in all marketing channels including, but not limited to, email initiatives, social media, and website revamp/rebrand project.
- Work with industry publications and vendors to support all marketing initiatives through advertising, public relation, and content asset opportunities.
- Manage all marketing and communication associated with new product releases to insure successful launch.
- Plan and implement marketing and editorial/content calendars to align with overall company and department goals, and budgets.
- Driving on-boarding, learning & development, corporate social responsibility, and company culture strategies to create future growth opportunities.
- Working to build a team and strategically grow department.

### **Sun Communities, Inc, Sun Home Services & Sun RV Resorts Southfield, MI**

#### **Corporate Marketing Manager, Art & Communications, August 2014 – July 2018**

- Corporate marketing contact for 350+ manufactured (MH) communities and RV resorts throughout the US & Canada; leading a team of graphic designers and copywriters who specialize in both print & digital.
- Responsible for creative and content strategy & provide brand, art, and messaging direction for all of corporate brands, Sun Communities, Sun Homes and Sun RV Resorts including both internal and external marketing efforts and strategies.
- Collaborate with all of communities, resorts, and internal departments on specialty marketing and training within our brand guidelines. A range of projects, include, trade shows, billboards, brochures, direct mail pieces, logos, newsletters, flyers, email campaigns & journeys, website design, social engagement, editorial/blog calendar, etc. from ideation, creation, then to print, distribution and success.
- Took initiative to create, build, and design the Corporate Social Responsibility and Customer Service Programs.
- Assist with graphic design as needed, have knowledge of all Adobe programs and have extensive understanding of prepress printing and production.
- Manage, maintain, and organize all corporate art resources and artwork files for entire marketing department.

#### **Corporate Marketing Coordinator/Graphic Designer, September 2007 – July 2014**

- Corporate marketing contact for over 180+ manufactured housing (MH) communities and RV resorts- work directly with Senior and Regional Vice Presidents, Community & Resort Managers, relative department personnel, graphic design team and vendors. Also responsible for all corporate marketing and branding; paying close attention to messaging and brand consistency.
- Design and implement various marketing projects and programs (both internal and external), including support materials such as, brochures, direct mail pieces, logos, newsletters, flyers, e-blasts, etc. from creation to print and timely distribution.
- Assisted with rebrand of Sun RV Resorts division from concept to rebranding and distribution of all RV materials. Also assisted with website redesign of both RV and MH websites.
- Responsible for producing companywide weekly Inventory Status Report.

### **Lighting Supply Co. Ferndale, MI**

#### **Marketing Coordinator/Brand Specialist, May 2005 – September 2007**

- Managed and maintained company's private label brand, specifically, package production, messaging and marketing materials – brochure, catalog, flyers, etc.
- Created and maintained data sheets of extensive product specifications.
- Work directly with graphic designers, relative department personnel and vendors.
- Managed various monthly marketing projects, such as, direct mail pieces, newsletters, catalogs, flyers, faxes, e-blasts, website project, etc. from creation to print and distribution.
- Responsible for tracking the success and analyzing the results of various marketing projects.
- Responsible for setting up and strategically planning the yearly marketing calendar.

**John Deere Landscapes Madison Heights, MI**  
**Marketing Assistant, February 2004 – May 2005**

- Managed and maintained the JDL Partners Program redemption center. Handled orders, requests and reports for over 6,500 program members who made up 65% of JDL yearly sales.
- Kept track of department's monthly expenses – placed orders and administered invoices.
- Worked directly with vendors, designers and printers in gathering information, obtaining advertising sales and creation of yearly JDL catalog.
- Managed & maintained large Competitor Database and Employee Sales Incentive Program.
- Responsible for media scheduling, billing, and publicity.

**EDUCATION.**

College for Creative Studies Detroit, MI  
Digital Arts: Graphic Design Certificate, April 2013  
Web Design, Adobe Flash, Adobe Creative Suite

Grand Valley State University Grand Rapids, MI  
Bachelor of Business Administration, April 2002  
Marketing Major, Advertising & Public Relations Minor

**COMPUTER SKILLS.**

Digital Experience: Salesforce, Marketing Cloud, iContact, Highrise, Social Media, Blog, WordPress  
QuarkXPress & Adobe Creative Suite: Illustrator, In-Design, Lightroom, Photoshop  
MS Office: Access, Excel, MapPoint, Outlook, PowerPoint, Publisher, Word  
Company Systems: Lotus Notes, Yardi

**AWARDS & INVOLVEMENT.**

Future City Competition: Best Use of Plastics Award Judge January, 2019

MMHA Best Member Website Award | [www.suncommunities.com](http://www.suncommunities.com) | October, 2017

Detroit Free Press Half-Marathon October, 2011 & 2013, Detroit Free Press Relay October, 2012

Women's Softball League Summer 2010-2014 Madison Heights, MI

American Sign Language Class Fall 2004, Macomb Community College

Alpha Sigma Tau Fall 1999 – April 2002

- *VP New Member Education, VP Alumni Relations Chairs*
- *Recruitment Leader, Winter 2002*
- *Awarded Outstanding New Member in Fall 1999 and Outstanding Member for Winter 2000.*

Grand Valley Crew Team Fall 1997 – Fall 1999

- Selected to race competitively in England in the Women's Henley Regatta, summer of 1998.