

Erica Messerschmidt

CREATIVE DIRECTOR | BRAND STRATEGIST | MULTIDISCIPLINARY DESIGNER

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Experience



AMPER TECHNOLOGIES / WWW.AMPER.CO

Series A SaaS company providing AI-powered production management software for manufacturers

CREATIVE DIRECTOR AUG 2024 – PRESENT
SENIOR DESIGNER FEB 2023 – JUL 2024

- **Own brand, campaign ideation, and execution** across social, digital, print, video, environmental, and direct mail channels.
- Spearheaded the development and rollout of Amper’s brand refresh and style guidelines, repositioning the company and driving market expansion and stronger competitive positioning.
- Led creative strategy and **GTM content for 10+ product launches**, collaborating with Product to refine UX mockups and deliver cohesive campaigns across web, video, and sales enablement.
- **Manage the content team**, providing day-to-day guidance for content and video managers, setting direction for campaigns, and ensuring seamless integration of brand messaging across all channels.
- Design, build, and optimize the corporate website, **growing landing page conversion rates 5x (3% to 15%) through design-led A/B testing**.
- Led concept development and creative direction for IMTS trade show booth (10x40 anchor space), resulting in \$1.8M in pipeline, overseeing spatial design, storytelling, displays, and post-show activations.
- Direct video campaigns and on-site production, leading storyboard development, styling, vendor collaboration, and day-of art direction.



PLEDGEMINE / WWW.PLEDGEMINE.COM

High-growth start-up providing direct mail design, print, and software for Higher Education. Led to successful acquisition by EverTrue.

VP OF CREATIVE SOLUTIONS JUL 2021 – FEB 2023
MANAGING DIR. OF SERVICES MAR 2020 – JUL 2021
CREATIVE DIRECTOR OCT 2018 – MAR 2020
CREATIVE MANAGER SEP 2016 – OCT 2018
GRAPHIC DESIGNER NOV 2014 – SEP 2016

- **Directed company-wide creative strategy** for a personalized direct mail marketing platform serving 150+ higher ed clients.
- Led brand development, marketing campaigns, print products, asset libraries, and trade show presence through a multi-role trajectory.
- **Scaled and mentored** an in-house design, client services, and development teams (4 direct reports, 10 indirect).
- Developed a templated print product suite to enable rapid campaign launches and improve client upsell success.
- Oversaw 1,000+ client design deliverables annually with **>90% retention through brand consistency and quality**.
- **Co-led cross-functional ops for a 30+ person team**; introduced scalable systems for ticketing, training, and tracking.
- Played key role in successful M&A acquisition; supported due diligence, integration planning, and leadership transition.

Skills

Brand Strategy & Visual Identity
Campaign & Content Design
Website & Digital Design
Print & Environmental Design
Illustration
Video Direction
Creative Ops & Systems
Cross-Functional Leadership

SOFTWARE

Adobe CC:
InDesign, Illustrator, Photoshop
Figma
Webflow
HubSpot
Canva
Notion
Microsoft 365
Google Workspace
HTML/CSS
ChatGPT
Adobe Firefly

Education

B.F.A - GRAPHIC DESIGN

Illinois Wesleyan University
2010 - 2014
Magna Cum Laude