





Erin A. Messmer

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Profile

Creative strategic messaging, branding, and communication professional seeking to create meaningful relationships through digital, print, and multimedia communication. Strong expertise in social media content curation, marketing, and public relations with an emphasis in technology integrations to maximize profit and automate systems. Development of successful marketing campaigns designed to gain market share and attract new long term customers.

Work Experience

MODEL MEALS

Brand Manager | Orange County, CA | 2018-Present

Created targeted marketing campaigns, managed branding and content communications while strengthening relationships among industry contacts. Championed initiatives to implement technology and programs to drive consumer sales and customer retention.

REAL PREVENTION

Social Media Coordinator | Orange County, CA | 2017-2018

Managed social media platforms and created relevant content for target audiences. Conducted market research and provided sales support for a wide range of prevention education products.

LIQUID STATE VAPORS/COSMIC FOG VAPORS

Director of Client Relations | Orange County, CA | 2015-2016

Worked directly with internal sales team to build client database and further engage active and static accounts. Spearheaded efforts to retain customer accounts and assist qualified leads through the purchase process. Traveled to foreign and domestic trade shows to network and connect with new and existing businesses and consumers.

Education

**BACHELOR OF ARTS
STRATEGIC AND CORPORATE
COMMUNICATION,
MAGNA CUM LAUDE**

Chapman University
Orange, California
Completed 2019

GPA 3.83

Honors

LAMBDA PI ETA

Communications Honor
Society, 2018-2019

GAMMA BETA PHI

National Honor and Service
Society, Chapman University

PROVOST'S LIST

Chapman University, Effective
from 6/15/2018

Skills

- Marketing ●●●●●
- Social Media ●●●●●
- Communications ●●●●●
- Branding ●●●●●
- KPI/Analytics ●●●●●
- Website ●●●●●
- Public Relations ●●●●●
- Advertising ●●●●●
- Networking ●●●●●
- Events/Trade Shows ●●●●●