EMILY ROSE HARTNETT

CREATIVE & DIGITAL MARKETING MANAGER

CONTACT

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www.erhartnettdesigns.com

55 Bella Oaks Dr.
Port Orange, FL 32129

EDUCATION

B.A. GRAPHIC DESIGN

2016

Empire State College

PROGRAMS

Creative & Design
- Adobe Creative Cloud
- Sketch
- Figma

Email Marketing & Automation
- HubSpot
- Eloqua
- Listrak
- Marketo
- Pardot
- Mailchimp

CRM & Analytics
- Salesforce
- Microsoft Dynamics
- Welcome Home
- Google Analytics

Web & E-Commerce
- WordPress
- Shopify
- Magento
- Wix
- Sitecore

Email Testing & QA
- Litmus
- Email on Acid

Project Management
- Asana
- Basecamp
- Wrike
- Trello
- Microsoft Office

AI Tools
- ChatGPT
- Claude

ABOUT

Creative and digital marketing professional with 17+ years of experience leading design initiatives, developing multichannel campaigns, and delivering engaging brand experiences. Combines creative direction, email marketing strategy, UI/UX design, and marketing automation expertise with hands-on technical execution. Experienced in managing creative teams, enhancing digital experiences, and collaborating across departments to deliver cohesive, results-driven campaigns. Background spans healthcare, pharmaceuticals, wellness, e-commerce, senior living, and education-related services.

QUALIFICATIONS / SKILLS

Creative Direction & Brand Development • Digital & Graphic Design • Email & Lifecycle Marketing Strategy • UI/UX Design & Optimization • Marketing Automation & Personalization • Campaign Development & Execution • Responsive HTML/CSS • Audience Segmentation & A/B Testing • Cross-Functional Team Leadership • Creative Project Management • CRM & ESP Integrations • Performance Analysis & Optimization

EXPERIENCE

SENIOR EMAIL MARKETING DEVELOPER

Sunrise Senior Living | 6/22 – Present

Lead the design, development, and execution of email marketing campaigns supporting 270+ senior living communities. Develop responsive HTML/CSS emails, automated nurture programs, and personalized campaigns that strengthen brand consistency and audience engagement. Collaborate with marketing and creative teams to improve user experience, optimize campaign performance through A/B testing, and support ESP migrations and marketing automation initiatives.

SENIOR FRONT END DESIGNER

Henry Schein / Brasseler USA | 4/21 – 6/22

Led creative design and front-end development for integrated digital marketing initiatives across email and web. Partnered with marketing leadership to develop responsive email campaigns, landing pages, and branded digital content. Improved website layouts, mobile responsiveness, and user experience while maintaining visual consistency across multiple corporate websites.

GRAPHIC DESIGN MANAGER

E&I Cooperative Services, Inc. | 11/19 – 4/21

Managed the in-house creative team, overseeing digital and print design projects from concept through production. Directed creative development for marketing campaigns, email communications, promotional materials, and webinars. Collaborated with internal stakeholders to maintain brand consistency, manage creative workflows, and develop websites and microsites supporting organizational initiatives.

WEBSITES

atozenacupuncture.com
brasselerusa.com
brasselerdental.com
dealsondesigners.com
erhartnettdesigns.com
eandi.org
giginewyork.com
greengobbler.com
graphicimage.com
impressart.com
leesa.com
n2y.com
naturesbounty.com
newvitality.com
puritan.com
romanoff.com
sunriseseniorliving.com
skyactiveliving.com

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EXPERIENCE CONTINUED

EMAIL MARKETING MANAGER

New Vitality (NAC Marketing Group) | 3/18 – 11/19

Managed email marketing strategy and creative execution for a health and wellness e-commerce brand. Developed targeted campaigns using audience segmentation, dynamic content, and promotional strategies to drive customer engagement. Oversaw email design, campaign deployment, and supporting e-commerce creative, including website graphics, product pages, photography, and packaging.

SENIOR GRAPHIC DESIGNER

The Nature's Bounty Company, Inc. | 1/15 – 3/18

Led creative design initiatives across multiple health and wellness brands, producing digital campaigns, email marketing assets, website graphics, packaging, and retail materials. Contributed to the visual direction of Puritan.com through promotional campaigns, homepage design, and seasonal marketing initiatives. Collaborated with marketing teams to maintain brand consistency across digital and traditional channels.

CREATIVE SERVICES LEAD

Luitpold Pharmaceuticals, Inc. / American Regent | 3/13 – 1/15

Led creative development for pharmaceutical marketing initiatives, overseeing packaging, digital communications, promotional materials, and trade show graphics. Collaborated with marketing, medical, and regulatory teams to deliver brand-consistent, FDA-compliant creative. Directed product photography and supported creative production across multiple marketing channels.

MARKETING MANAGER

Topix Pharmaceuticals, Inc. | 9/11 – 2/13

Managed the creative team and directed marketing design initiatives for a medical-grade skincare company. Oversaw brand development, packaging, promotional campaigns, and digital marketing materials. Partnered with company leadership to align creative strategy with business objectives, improve production workflows, and maintain consistent brand messaging across marketing channels.

FREELANCE / CONTRACT WORK

Screenfitters | *Summer 2024*

RobMark Advertising (Multiple projects) | *2022-2025*

Leesa Sleep | *Spring 2021*

n2y | *Winter-Spring 2021*

Wine Enthusiast | *Winter 2020*

Savannah Airport | *Fall 2020*

Graphic Image/GiGi New York | *Summer 2018*

EcoClean Solutions (GreenGobbler.com) | *Fall 2018*

Romanoff International Supply Corp. | *Winter 2017*