

Erica Montes

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Professional Summary

Seasoned creative marketing leader with 20+ years of experience in art direction, branding, and multi-channel campaign development across healthcare, lifestyle, and publishing sectors. Proven track record of leading high-performing design teams, managing complex production workflows, and delivering impactful visual content that aligns with organizational goals. Adept at collaborating with executives, media teams, and vendors to execute strategic marketing initiatives. Known for a hands-on approach, creative vision, and strong project leadership.

Expertise

ART DIRECTION

CONCEPT

DESIGN

BRANDING

EDITORIAL LAYOUT

ADOBE CREATIVE SUITE

MICROSOFT OFFICE

Education

KUTZTOWN UNIVERSITY

Bachelor of Fine Arts

Communication Design

Experience

ST. LUKE'S UNIVERSITY HEALTH NETWORK

SENIOR CREATIVE MARKETING PARTNER | DECEMBER 2022 – PRESENT

- Collaborate with marketing partners, campus presidents, and service line leaders to develop and execute integrated marketing campaigns and materials.
- Work closely with the internal media services team—including photographers and videographers—to create compelling visual content that supports campaign goals.
- Manage projects from concept to completion, including ad campaigns, event collateral, vehicle graphics, and promotional materials.
- Coordinate with vendors and freelancers to ensure workflow efficiency, timely delivery, and high-quality outcomes.
- Assume Creative Director responsibilities as needed, providing leadership and creative oversight in the absence of the off-site Creative Director.

INNOVATIVE DESIGNS & PUBLISHING

DIRECTOR OF CREATIVE SERVICES | JUNE 2013 – DECEMBER 2022

- Led a 7-person creative team supporting internal brands including Lehigh Valley Style, Susquehanna Style, Berks County Living, and Fluid Power Journal.
- Directed creative strategy and design execution for three monthly lifestyle magazines and one trade publication.
- Managed end-to-end print production, including estimates, vendor coordination, and implementation of custom insert options (e.g., bellybands, gate-folds, booklets).
- Delivered full-service design support to external clients, from initial consultation and estimating through concept development and execution.
- Developed campaigns spanning branding, print, digital, email marketing, web design, and outdoor media.

LUTRON ELECTRONICS (CONTRACT)

GRAPHIC DESIGNER | FEBRUARY 2012 – JUNE 2013

- Created marketing collateral, trade show displays, and advertising assets to support internal marketing initiatives.
- Established effective workflow processes between project managers and the design team to ensure timely delivery of creative assets.

LEHIGH VALLEY MARKETPLACE

SENIOR ART DIRECTOR | NOVEMBER 2004 – JANUARY 2012

- Built and led a design team of four, overseeing advertising design and layout production for a monthly magazine.
- Collaborated with account executives and clients to develop creative solutions that met business goals.
- Directed photo-shoots, creative brief sessions, and client presentations; managed all prepress and print production activities, including on-site press checks.

FREELANCE

GRAPHIC DESIGN / ART DIRECTION | 2000 – 2008

- Provided full-scope creative services including advertising, branding, direct mail, brochures, and print collateral for a variety of clients.
- Managed client relationships, project timelines, billing, and vendor partnerships to ensure successful project delivery.

LEHIGH VALLEY COLLEGE

DESIGN INSTRUCTOR | FALL 2000 – SPRING 2005

- Taught a range of courses in the design curriculum, including Graphic Design I & II, Design Elements, Digital Prepress, Illustrator, Photoshop, and QuarkXPress.
- Developed hands-on projects that bridged theoretical concepts with real-world design practices, preparing students for professional careers in design.