

# Erika Goldschen

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Portfolio: www.erikagoldschen.com

**Career Objective:** To pursue a career in multimedia or as a production artist with the potential for advancement.

**Software Skills:**

- Proficient in both Macintosh and PC platforms
- Adobe Photoshop, Illustrator, InDesign, After Effects
- Macromedia Flash, Dreamweaver
- HTML coding
- QuarkXPress
- Final Cut Pro
- Microsoft PowerPoint, Excel, Word

**Interpersonal Skills:**

- Multi tasks efficiently
- Deadline Oriented
- Reliable
- Strong aptitude to learn
- Organized
- Self-motivated

**Other Interests:**

- Enjoys photo retouch and web design as a hobby; phplarchitect freelance editor

**Achievements:**

- Dean's List 4 consecutive semesters
- Awarded two academic scholarships
- Volunteer at Dane County Humane Society

**Work Experience:**

September 2010 - present- **Anytime Fitness; Fitchburg, WI**  
(Personal Trainer) Assess and created customized health and fitness programs for members.

April 2010 - June 2010 - **Springs Window Fashions; Middleton, WI**  
(Freelance for Integrated Marketing Team) Assist in color swatching Scene 7 project, including pattern repeats, image masking and other various needs.

April 2007 - April 2010 - **Duluth Trading Company; Belleville, WI**  
(Photo/Illustration Coordinator - Creative Asst.) Work closely with departments to reach deadlines for both men's and women's catalog imagery, color correct, outline, assist in photo shoots, create new web product pages and assist designers in a production and design capacity as needed.

November 2005 - April 2007 - **OfficeMax Impress; Madison, WI**  
(Desktop Publisher) Lay out business cards, letterhead, brochures and other various projects for copying.

August 2004 - September 2006 - **Madison Area Technical College - Truax; Madison, WI**  
(Multimedia Student Help) Design for interactive pieces, using Flash, Photoshop, and Illustrator. Update online learning courses using PageMaker. Assisted in filming a piece for the Veterinary Tech program. Edited audio for insertion into Power Point.

May 2003 - August 2004 - **American Society of Agronomy; Madison, WI**  
(Web Assistant) Created and updated the society's 40+ websites using HTML. Manipulate and create images for the web. Responsible for redesigning the home pages and other various sites within the societies.

June 2000 - March 2003 - **Dean Health Plan; Madison, WI**  
(Sales Coordinator) Support to Account Executives including data entry and phone coverage. Follow up with agents with questions on a daily basis. Screen large group applications, maintain filing system and make various sales packets as needed. Various backup responsibilities to Executive Coordinator.

June 99 - June 2000 - **Widen Enterprises; Madison, WI**  
(Data Management - Internal Promotion) Archival of complete customer databases for emergency recovery, file transfers by way of e-mail, FTP, and ISDN, load and process sample pages for catalogs, Create new work flows to meet the needs of customers and changing technology.

June 98 - June 99 (Administrative Trainee) Prep Files for printing, scanning of line work and logos, run various jobs on Doc. 40, backup receptionist, estimate jobs for current and potential new clients, assist in various finishing projects.

**Education:**

August 2003 - May 2005 - **Madison Area Technical College; Madison, WI**  
Visual Communications Associate Degree

August 1996 - May 1998 - **Madison Area Technical College; Madison, WI**  
Printing and Publishing Associate Degree