



Monica Z. Gustin

(she/they)

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 814.897.6565

Education

Rochester Institute of Technology

BFA Photography | Visual Media

Minor: Criminal Justice

2013 – 2017

Software & Programs

Adobe Illustrator Adobe Photoshop

Adobe Lightroom Adobe InDesign

Adobe Premiere Final Cut Pro

Microsoft Suite Canva Squarespace

Hootsuite Mailchimp Trello

Zeplin Figma Ceros

Skills

Social Media Management Brand Identity

Email Marketing CMS Systems HTML/CSS

Video Editing Video Production

Portrait Photography Event Photography

Photo Retouching Photo Restoration

Vector Illustration Logo Design

Page Layout Typography

Volunteer

Animal Shelter Adoption Photographer

Erie Humane Society

June 2015 - Present

Marin County Humane

Dec. 2017 - April 2018

Scottsville Pet Adoptions

Oct. 2015 - May 2017

Work Experience

Freelance Marketing Specialist / Photographer / Graphic Designer

Weber Murphy Fox | April 2022 – Present | Erie, PA

- Photographs client interior and exterior spaces for company portfolio and website.

Erie Humane Society | Sept. 2022 – Present | Erie, PA

- Photographs animals available for adoption.
- Conceptualizes and creates TikToks, Instagram Reels, and other short form videos.
- Designs print and digital marketing campaigns.

A.J. Grack Business Interiors | Aug. 2021 – Present | Erie, PA

- Leads small business in modernizing social media and web presence.
- Maintains and curates content for social media while tracking follow and reach metrics.
- Organizes photo archives and updates website through Squarespace.
- Photographs client interior spaces, installs, and MillerKnoll products.
- Creates brand identity and marketing materials.

Erie Arts and Culture | Sept. 2021 – Jan. 2022 | Erie, PA

- Assisted Creative Director with web updates through SilverStripe CMS.
- Curated and maintained weekly events newsletter through social media and MailChimp.
- Organized the agency's digital assets.
- Curated and photographed event and photo stories of the Erie art community.
- Curated and wrote copy for blog posts.

The Juice Jar | July - Oct. 2021 | Erie, PA

- Established social media schedule and branding identity with current assets.
- Maintained and curated content for social media channels.
- Photographed new menu items and merchandise.

Print and Marketing Specialist

Staples | Feb. 2019 – Mar. 2020, May 2021 – Present | Erie, PA

- Prepares, edits, and organizes files for print.
- Provides excellent customer service in a fast-paced environment.
- Operates and maintains Xerox laser and HP wide format printers.

UX Designer

The Melacast Network | Oct. 2020 – July 2021 | New York, NY (Remote)

- Created wire frames, storyboards, sitemaps, and screen flows.
- Created and developed product prototypes utilizing Figma and Zeplin.
- Collaborated with developer and founder team.

Marketing Specialist

Rochester Institute of Technology | Oct. 2016 – May 2017 | Rochester, NY

- Photographed, advertised, and wrote copy for art exhibits and school events.
- Utilized Hootsuite to manage and track social channels.

Internships

OZY Media | Oct. – Dec. 2017 | Mountain View, CA

- Formatted content for web, marketing, and email.
- Designed graphics for social media and immersive articles using Ceros.
- Assisted and directed photo shoots in-house and on-location.

The Erie Art Museum | May – Aug. 2017 | Erie, PA

- Organized museum's photo database and content for social media.
- Created Blues and Jazz Fest's Kickstarter campaign.
- Photographed museum events and performances.