



erika
BUSTER

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(832) 741-1088

Driven and resourceful, seeking an opportunity to use creative problem-solving and communication skills to achieve marketing goals in a position that evolves and takes on challenges, at a company that I believe in.

Qualities and Attributes

- Organized and high attention to detail, skilled at multitasking
- Critical thinker that applies different perspectives to find the best solution
- Exceptional presentation and communication skills, substantial experience presenting ideas and modifying based on critique
- Self-motivated, successful with minimal instruction
- Skilled with managing ideas, feedback and content into an efficient and cohesive final product

Work History

MULTIVIEW

Search Engine Marketer

August 2022-present

- Clearly articulates trends that impact marketing campaigns to help bring in more traffic
- Analyzes, interprets, and explains statistical data in order to develop strategies to generate a higher return on investment for clients
- Researches and implements specific keywords that have been proven to bring in traffic for clients programs
- Creates unique ad copy that speaks directly to desired traffic that clients want to target for their campaign
- Uses Google Ads, Google Ads Editor, Search Ads 360 and Excel daily to produce

KED CONSTRUCTION

Graphic Designer

October 2020-2022

- Develops and implements a brand identity, creates brand standards with the flexibility to adapt
- Creates artwork and layouts for print and digital signage, banners, business cards, posters, and flyers
- Serves as a creative guide for all key projects and events
- Uses Illustrator, InDesign, and Photoshop daily to produce

DALLAS ISD

Visual Arts Educator-Distinguished Teacher, W.H. Adamson High School

August 2014-2022

- Utilizes Clever, Illustrator, InDesign, Photoshop, Canva, Kahoot!, and Quizlet
- Manages the ILT to online learning transition-utilizes PowerSchool, Zoom, Microsoft Teams, and Google Classroom
- Coaches team members for performance improvement
- Defines performance goals and learning objectives
- Designs and implements professional development programs

Technical Skills and Qualifications

- Technically savvy, experienced with a range of applications:
 - Adobe CC | Illustrator, InDesign, Photoshop
 - Google Ads | Google Ads Editor | Search Ads 360 | Excel
 - Zoom | Microsoft Teams
 - Google Workspace | Microsoft Office
- Experienced with graphic design principles
- Well-versed in AP style and grammar rules

Education

UNIVERSITY OF NORTH TEXAS (DENTON)

- Bachelor of Fine Arts | Major in Art Education

TEXAS A&M UNIVERSITY-COMMERCE (DALLAS)

- Master of Fine Arts | Major in Visual Communication

Academic Honors

- DISD Distinguished Teacher
Through the Distinguished Teacher Review Process, Dallas ISD recognizes teachers who demonstrate leadership, pursue learning opportunities, contribute to the profession of education, and promote academic excellence.
- Member of The Honor Society of Phi Kappa Phi
- Dean's List: Spring 2017, 2018, and 2019

