

AMY L. ERARIO
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EDUCATION:

New York University, May 1992
B.S., Communication Studies
Area of Concentration: Graphic Communications Management Technology
A.A., Liberal Arts

EMPLOYMENT:

July 1996 - February 2005 Schulte Roth & Zabel LLP, Marketing Manager, Creative and Design
August 1992 - June 1996 Stroock & Stroock & Lavan, Publishing Manager
February 1992 - July 1992 SPY Magazine, Production Intern

JOB DESCRIPTION:

Experience in all aspects of marketing. Particular emphasis in the graphic design and production of firm materials, including advertising, brochures, newsletters, seminar packets, presentations, announcements and website. Involved in the planning, creative development and execution of fifteen or more seminars and special events each year. Member of the firm business development committee. Manager of marketing staff of 5 people. Author of the "cybertalk" section of the firm newsletter. Involved in miscellaneous projects with the recruiting, personnel and MIS departments. Estimate annual production budget and advise on software technology.

HIGHLIGHTS:

The 2004/2005 overhaul of the firm "brand" beginning with a client-centric message that was incorporated into the design of the firm brochure, advertising, website and firm collateral materials.

Receiving a merit award from the Association of Graphic Artists for SRZ's recruitment brochure and Third Place in the Legal Marketing Association's national *Your Honors* awards in the "Promotional/Collateral Materials" category for the SRZ Women Partners Dinner.

COMPUTER PROGRAMS:

(Cross Platform) QuarkXPress, Adobe Photoshop, Adobe Illustrator, HTML, Microsoft Word, Microsoft PowerPoint, Microsoft Frontpage, Microsoft Excel, Deskscan II, WordPerfect

MEMBERSHIP:

Legal Marketing Association