



Erica B. Maganti

Marketing Director

New York

Professional Experience

Erica B. Maganti is a creative director with 20 years of experience in visual arts, design, marketing, and digital media. She began her career at the boutique design firm Segal Savad, serving the firm's non-profit, publishing and corporate clients on graphic design and print production projects. In 2007, she moved to Bonnier Corporation to lead creative for The Parenting Group brand and its key advertisers and content partners.

She joined Related Companies to work on the historic Hudson Yards real estate development from 2011 - 2016, helping to establish the brand and driving the creative that supported the company's commercial leasing teams. This work included information design and communications tools for key campus tenants including L'Oreal, BCG, Warner Media, BlackRock and more.

Having developed a passion for placemaking on the city's changing west side, Erica joined the Intrepid Sea, Air & Space Museum as Creative Director. Her work there included rebuilding the museum's digital marketing presence and crafting design solutions in support of tourism, visitor experience and fundraising efforts.

In 2019, Erica returned to commercial real estate as Marketing Director at Cresa to work on design and marketing efforts for the firm's New York team. Throughout her career, Erica has maintained a thriving freelance business working with non-profit organizations, agencies and small businesses. She is based in New Jersey, but resides part-time in the Catskills where she works as a visual artist and photographer.

Affiliations

Erica is a member of the New York chapter of the American Institute of Graphic Arts (AIGA), an organization that works to advance design as a professional craft, strategic advantage and cultural force.

Education

Erica earned a Bachelor of Fine Arts degree from Parsons School of Design at The New School.

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