

PROFESSIONAL PROFILE

overview

Diversified marketing professional with over eight years of experience as a graphic communicator. Background encompasses an exceptional work ethic and commitment to meeting established objectives within a highly competitive and rapidly changing marketplace. Proactive manager and versatile team player adept in building and sustaining mutually beneficial business relationships. Recognized for ability to face challenges head-on and consistently deliver solutions that exceed expectations.

core strengths

- + Manage the creative process against established time lines and budgets
- + Evaluate efficacy of existing marketing strategies, perform market research and refine approach based on findings
- + Strategic marketing planning, advertising, direct marketing, CRM, database management and maintenance of brand integrity
- + True grasp and implementation of visual theory and innate sense of color usage

employment history

Graphic Designer, August 2009—Present

Harmar, Sarasota Florida

- + Solely responsible for creation and maintenance of e-mail marketing and all print collateral including but not limited to advertisements, corporate brand materials, catalogs, brochures and trade show displays

Marketing Manager, October 2005—November 2008

Mercedes Medical, Sarasota Florida

- + Contribute to the company's bottom line by leading the creative team in producing professional, high quality work while elevating each creative's skill, process and product
- + Single-handedly produce print catalog featuring over 5,000 products and secure \$28,000 in vendor advertising to cover printing costs
- + Create and maintain accurate content of 100+ sales documents

Graphic Designer, March—September 2005

Scene Magazine, Sarasota Florida

- + Layout interior pages in monthly magazine with circulation of 60,000
- + Proofread editorial sections and produce advertisements

Graphic Designer, September 2004—March 2005

The Longboat Observer, Bradenton Florida

- + Part of four person graphics team responsible for building and updating roughly 200 ads per week for a weekly newspaper

Marketing Coordinator, January 2004—October 2005

Optional Art Fine Jewelry, Sarasota Florida

- + Produce weekly and monthly advertising materials for print in various local and national publications
- + Write copy for all avenues of marketing, including mailers, advertising, and in-store display graphics

Art Director, May 2002—August 2003

Beauty Secrets, St. Petersburg Florida

- + Implement marketing strategies; generate promotional materials
- + Compose product-specific copy; maintain web site



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SKILLS

Marketing
Graphic Design
Project Management
Copy Writing/Editing
Photography

SOFTWARE

Adobe Creative Suite
 Microsoft Office
 Dreamweaver
 Suitcase Fusion
 Font Reserve

EDUCATION

Bachelor of Fine Arts, 2003
 Graphic & Interactive Communication
 Ringling College of Art and Design
 Top 10% of class

AFFILIATIONS/AWARDS

HME News/AdQ Award, 2010
 Phi Theta Kappa, 1998-2003
 "Best of Ringling" juried show, 2002
 Dean's Award Scholarship, 1999-2000