

## AREAS OF STRENGTH

- Successful track record of managing numerous projects and responsibilities.
- Identify and implement print/packaging cost reductions.
- Negotiates quote requests from various production suppliers, photographers, printers, and translators.
- Manage creative projects from concept to completion.
- Translate marketing objectives into creative strategies.
- Execute/oversee visual design, setting and maintaining design standards.
- Strategic thinker, anticipates future consequences, broad knowledge and perspective, future oriented, creates competitive/breakthrough strategies and plans, connects strategies to creative solutions.

## SOFTWARE SKILLS

- Adobe Photoshop CS3
- Adobe Image Ready CS3
- Quark Express 6.1
- Microsoft Excel
- Adobe Illustrator CS3
- Adobe Dreamweaver CS3
- HTML, XHTML, XML
- Microsoft PowerPoint
- Adobe InDesign CS3
- Adobe Acrobat 8.0
- Microsoft Word
- Currently Learning Flash CS3

## CAREER DEVELOPMENT

### - Freelance Design / 2008 - Present / Marietta, GA

Currently working as a freelance artist. Types of jobs include brochures, websites, html e-mails, copy writing, and branding.

### - Talk Toolbox™ / 2006 - 2008 / Alpharetta, GA

#### Art / Marketing Director

Hired as a freelance artist and marketing consultant in 2005, I created the Talk Toolbox logo, corporate branding materials, researched possible target markets, and implemented target marketing strategies through advertising. I was hired as a full time art and marketing manager in 2006 where sales have tripled directly through advertising efforts and a strong web presence.

### - CAMP Healthcare / 2001 - 2005 / Atlanta, GA

#### Art Director

Recruited to run an in house art department for an international healthcare manufacturing company. As Art Director, I worked with the CEO and Marketing and Product managers from the US, Canada, Ireland, and UK offices. Collaborated on product launches, design strategies, advertising goals, and company image. Along with my design responsibilities, I hired, assembled, and supervised teams of freelance designers, photographers, and computer programmers to work on projects throughout my four years at CAMP Healthcare.

- Organized and created a search engine friendly website for CAMP Healthcare. This process involved developing and holding a workshop entitled "How To Write Effectively For The Web" for the Marketing team. Lead and coordinated meetings on the content and design of the website. Integrated SSL Web Certificate with VeriSign®. Highlight sections of the initial website launch included product catalogs and registration with payment for education courses and credit applications. A design of a password secure "Dealer Marketing Resource" section of the website followed initial launch. This section contained product images to download in low, medium, and high resolutions, logos including vector art, ad slicks, pricelists, product literature, and information about current promotions. This has proven to be an effective tool for the sales force, dealers, and customer service.
- Creatively lead and organized the development of branding new consumer product lines including Expressly Yours™, CPOP™, Evenly You™, Harmony Products and SimpIX. The development included product color, logo design, packaging, direct mail, literature, posters, tradeshow displays, magazine ads, plan-o-grams, and more.

## CAREER DEVELOPMENT (CONTINUED)

### - A Katy Company / 1995 - 2001 / Atlanta, GA

Art Director / 1998-2001, Graphic Designer / 1996-1998, Intern / 1995

A Katy Company, also known as Wilen Professional Cleaning Products, is a manufacturer of cleaning products. Hired as a graphic designer in 1995, I was promoted to Art Director in 1998. This position consisted of working closely with the Director of Marketing and the CEO. Responsibilities included one direct report and hiring of contract designers to help with retail, commercial, and private label divisions. This was a fast paced, deadline driven position where heavy catalog and packaging design demanded a creative but quick turn around.

- Created retail packaging and consumer literature for sister companies such as Continental Manufacturing, Contico, Woods, Glit/Microtron/Loren, Disco, and Gemtex. Retail packaging can be seen in Home Depot, Lowes, ACE hardware, and Restoration Hardware stores.
- Played key role in meeting with private label clients, interpreting their design needs, and producing a "private label package" consisting of customized catalog and package design.

## CONTRACT WORK

- Huddle House (Corporate Office)
- Forge Publishing
- The Magnet Group
- TruLife
- Hunleigh Healthcare
- Lafitte Mop
- Atlanta Jewish Community Center
- American Business Women's Association
- Red Bandanna Pet Food
- Flint River Ranch
- Eisen Family Chiropractic
- Ruff House Inc.
- Mines And Yours Designs
- Debitran

## EDUCATION

BFA, Concentration in Graphic Design, Western Carolina University, 1995

- HTML Course, Art Institute of Atlanta
- Dreamweaver Workshop, Art Institute of Atlanta
- Adobe PDF Workshop
- PowerPoint 2000 Workshop
- VTC Online Training

## CONFERENCES AND SEMINARS

- HOW Design Conference
- NAPP (National Association of Photoshop Professionals) Seminar
- Fundamentals Of Effective Project Management
- Leadership And Supervisory Skills For Women
- Powerful Communication Skills For Women