

SUMMARY

I am a graphic-design focused marketing professional searching for opportunities to cultivate my freelance career. I have nine years of experience in graphic design and marketing communications developing unique brand experiences through multiple communication channels. As a highly organized self-starter, my strong project management skills and ability to juggle multiple and demanding initiatives confidently allows the execution of the creative process with the clarity of strategic vision.

SKILLS

Graphic Design

Print, identity, presentation and website design including necessary graphics and typography, advertising, display graphics, desktop publishing, videography and photography.

- Adobe InDesign, Photoshop, Illustrator, Acrobat
- Basic photography and video production
- Website CMS: Joomla, Wordpress, basic HTML

Marketing Communications

Project management, print production, website content maintenance, social media management, graphic standards and brand management, conference logistics, email campaigns and media management.

- Social media marketing (Twitter, Facebook, LinkedIn, YouTube)
- Basic public relations, press releases
- Microsoft Word, Excel, Access, Outlook

EDUCATION

Bachelor of Fine Arts – Graphic Design

University of Wisconsin – Milwaukee, 2005, with honors

Fine arts degree, graphic design focus allowed me to study several different mediums of art, including sculpture, fibers and multi-media.

EXPERIENCE

Market Probe - Global Market Research Firm, Milwaukee, WI – January 1997 - present

- Partner with senior management to develop campaigns and programs that support ongoing business objectives
- Support top-tier executives and departments' communication needs ensuring message consistency and accuracy for internal/external audiences
- Research and write newsletters, fact sheets, news releases, talking points, presentations, web content, articles, advertising video scripts and displays
- Supervise outside vendors and resources, including media partners

Assistant Marketing Communications Manager – July 2012 - present

Promotion to Graphic Designer – May 2005 - July 2012

Various Positions – January 1997 - May 2005

My time at Market Probe has been a progression from summer job to full-time career. When I started in 1997, I was a telephone interviewer and quickly moved up the ranks of the company holding several different positions including part-time graphic designer before becoming a full-time graphic designer in 2005.

As graphic designer at Market Probe, I created and managed all design work for the North American operations of the company, supporting the initiatives of the Marketing Communications Manager and other stakeholders. I also worked on several projects for the company's international offices. In addition to graphic design, I was also responsible for website maintenance, social media marketing, print production and the company's global graphic standards.

When I was promoted to assistant marketing communications manager in 2012, I was already involved extensively in the company's marketing efforts including project management, public relations, e-mail marketing and contact list maintenance.

Freelance Graphic Designer – 2005 - present

Independent graphic design for my own clients, including pro-bono design work for several non-profit groups

- Non-profit clients - Layton Boulevard West Neighbors, FeedMilwaukee.org, Hope House of Milwaukee, The Leroy Butler Foundation and Milwaukee Soccer Development Group.
- Projects include: identity development, collateral materials, annual reports, posters, banners and tee shirts.

PERSONAL

Assistant Boys Basketball Coach - Shorewood High School – 2010 - present

President and Manager - Lincoln Football Club – 2011 - present

Board Member - Milwaukee Soccer Development Group – 2013 - present