



executive summary

experienced multimedia designer, easily adapts to new challenges with passion for quality design
• background in marketing, branding, production, print, web and illustration • results-oriented with a focus on the details • industry professional, ready to tackle the next project with a creative solution

experience

Freelance Multimedia Designer, Greenville, NC

February 2005 - Present

- Partnered with several advertising agencies on freelance collateral design projects
- Designed and published websites for clients
- Setup custom email accounts for clients
- Designed and distributed email marketing campaigns using custom-designed website-style templates
- Designed logos for clients, created concepts & graphics for printed marketing and business materials
- Designed and output specialty products using outside vendors
- Developed good client relationships through excellent customer service

Graphic Designer, Impact Direct, Mooresville, NC

June 2010 - Present

- Designed and distributed email marketing campaigns for Impact Direct using a custom-designed website-style template to optimize click-through rates
- Created event logos, point-of-purchase advertising and coordinated marketing theme
- Designed direct marketing pieces, in various formats from multiple page to large-format, for sales campaigns nationwide
- Created marketing pieces for Impact Direct
- Retouched and edited photos for color correction and to update products

Art Director, Adams & Longino Advertising, Greenville, NC

July 2008 - May 2010

- Created or maintained branding and identity for clients primarily focused on high-end and luxury products
- Worked independently and with a team to create advertising campaigns from conception and design to execution and production
- Created concepts and designs for client promotions
- Designed and published client websites using HTML and CSS
- Designed and published client websites using content management systems
- Updated existing websites using PHP
- Created print ads, posters, catalogs, handbooks, point-of-purchase advertising and other materials to meet clients needs and production specification
- Designed and distributed email marketing, e-newsletters and web ad campaigns for clients
- Retouched photos for color or best product display and updated photos with new products features
- Photographed or assisted with lighting and setup on product photoshoots



experience (continued)

Graphic Design Department Manager, PIP Printing and Marketing Services, Greenville, NC
December 2004-July 2008

- Designed products focusing on print media, including: logos, brochures, posters, advertisements, business stationary, business cards and promotional products
- Retouched and color corrected photos
- Created artwork for technical and creative illustrations
- Solved technical problems in files and graphics for output
- Prepared files for production to one-, two-, and four-color presses, printers, and for outside vendors according to their specifications
- Maintained PIP Printing's online customer catalog and customized web graphics
- Developed a strong rapport and trust with customers through communication and by consistently exceeding customer expectations

Production Artist, Herff Jones Yearbooks, Charlotte, NC January 2004-November 2004

- Worked to complete projects and meet deadlines in each step of pre-press production
- Discovered and solved technical and design problems in customer files
- Retouched and color corrected photos

Cooperative Education, Misys Healthcare Systems, Tucson, Arizona Summer 2002

- Participated in developing, designing and implementing a marketing campaign for the Client Education Department
- Designed a marketing presentation for the sales team
- Designed flyers promoting new products and attracting new clients
- Created and implemented animations for the Client Education website and digital presentations
- Created technical illustrations for the company website and creative illustrations for marketing campaigns

education

Bachelor of Fine Art, Graphic Design, Western Carolina University, Cullowhee, NC May 2003

computer skills

Macintosh/PC Platforms • InDesign • Illustrator • Photoshop • Dreamweaver • Fireworks
Adobe Acrobat • Quark Xpress • Microsoft Office • PrintSmith • HTML • CSS

services

- Designed, illustrated, and managed production of annual shirts and calendars for IH Collectors, Chapter 37, Greenville, NC 2006-Present
- Designed Cut for the Cure logos for a breast cancer fund raiser, Morganton, NC 2008
- Worked with a team to design directory layout, Mt. Pleasant Church, Greenville, NC 2007
- Designed, illustrated, and managed production of Manning Memorial Rally shirts, Greenville, NC 2007