



# nancy cantwell

Accomplished Creative Director, Sales Strategist and Marketing Manager.

Highly developed Web Development, Print Production, and Editorial experience that combine analytic strategies, advertising goals and best practices procedures with technical solutions.

Adept at all levels of Creative Content that are tailored to achieving revenue goals. Skilled mediator that brings expertise to every project guiding it from concept to implementation and completion.

## DESIGN PROFICIENCIES / SKILL SETS

All Adobe Creative Suite

Microsoft Office Suite

Photographic Expertise - Studio, Artwork Collateral, Museum Exhibitions and Catalogs

Epson Professional Printing

All Social Media Engagements

Experience with Google analytics

## EDUCATION

**BA** — University of California, Santa Barbara

**MFA** — California Institute of the Arts, Valencia, CA

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## CONTACT

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## CANTWELL STUDIO - OWNER — 2002 TO PRESENT

Web Design, Graphic Design, Marketing, and Multimedia Presentation

Brand Strategy and Concept

Art Direction and Design

Project Management

Typography, Logo & Branding Topography

Content and Asset Management

All Aspects of Adobe Creative Suite

## TIMESQUOTIDIAN.COM, PUBLISHER, EDITOR IN CHIEF — 2009-2019

**The Times Quotidian** is an arts and culture journal that publishes unique content that is an intersection between observation, sound and the pictorial. The reader is encouraged to share in choices, paradox and inquiry. Topics include: Photography, Art, Performance, Fashion, Text and Context, Film and Music

## CALIFORNIA APPARELNEWS.NET — 2006-2009

### Web Consultant, Designer, Sales Strategist

Interfaced between Web Developers and Client

Developed Best Practices

Responsible for all statistic reports, deliverable, invoicing and payment schedules

Oversight All Contract Negotiations

Sales Support including PowerPoint and Photoshop Presentations

Oversight of in-house backend launch including training of in-house technical support team

## HURST CHEMICAL COMPANY, COROPARATE OFFICER — 1981-2002

### Director of Marketing

All media placement and print purchasing Art Direction and Design

Concept, copywriting, art direction, production of all national ad campaigns

Website Development, Business to Business e-commerce development

Tradeshow Director, lead management, collateral material, booth design

Private Label Programs Manager, packaging design, point of purchase display

Purchasing Oversight, domestic and foreign inventory, packaging, quality control, lead time logistics