## **Tami Alt**

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[www.sites.google.tamberinaltportfolio.com](https://sites.google.com/u/0/s/1dlNqoay230asL1ACtogQRXEvCiQd6pyk/edit)

**ABOUT ME**

Extremely creative with a strong working knowledge of graphic design, printing and digital publishing and procedures related to both MAC and PC computers and software. I work well with others, I adjust my schedule and tasks as needed to meet deadlines and effectively coordinate projects in a fast-paced environment. I possess good listening skills and am not afraid to ask questions. I'm extremely straight forward, acting as a problem solver when issues may arise. Most importantly I hold a "can-do" attitude.

**EXPERIENCE**

Consumer Portfolio Services Inc., Las Vegas, NV

Advertising & Marketing Coordinator, 2014-2020

Worked with senior staff developing brand image, marketing strategies and website development. Develop and maintain internet landing pages for indirect and direct sales departments. Develop support materials for direct and indirect sales. SEO functions by developing appropriate graphics, posting blogs and creating Facebook ads. Develop theme, create ad and execute various email and fax campaigns to procure product leads for multiple departments. Design and preflight various print materials, such as statement stuffers, and investment packages. Research and pull names from multiple CRM databases, such as Salesforce, Oracle, Dynamics 360 and AS-400. Use said name lists for e-mail and fax-blast marketing for several departments. Maintain sales volume and highest gross awards for multiple departments. Bi-weekly, weekly, and monthly reports for existing marketing avenues for all departments. Maintain current library of fax and email campaigns for multiple department’s update and make copies of sales department manuals.

ARC Document Solutions, Las Vegas , NV

Graphic Artist, 2012 – 2013

Using Adobe Creative Suite software; design murals, posters, banners, fliers, custom invitations, mini catalogs, trade show backdrops and custom interior signage. Exterior signs for billboards, business identification, windows and front door display. Develop in-house marketing materials for sales department and company events. Preflight all incoming files to verify fonts and press resolution. Color correct and airbrush images. Redraw multi-images, and logos. Stack graphics to fill production runs and produce cut files to separate orders. Develop new products such as: custom packaging by creating cut paths for routing shapes, boxes, clamshells and purse shells, all designed with corporate personalization department and company events.

Edge Graphics, Las Vegas, NV

Sr. Graphic Artist, 2009-2011

Design direct mailers including marketing promotions, media skits, fine art, non-profit, health care, sweepstakes and astrology. Each mailer contained: outside envelop, a form letter, reply slip, rules and return envelope. Some mailers also include a certificate, buck slip, testimonials, coupons and postcard advertisements. Determine marketing strategy for each promotion's theme. Fabricate brand identity for companies and products using logos, stickers, rubber stamps, transferable stickers, bar codes, embossed, watermark and foil seals. Collect output for each component, separating laser text and color separations.

Gaming Partners International, Inc. / Paulson Gaming, Las Vegas, NV

Sr. Graphic Artist, 1999-2009

Create designs consistent with casino branding or to commemorate special events. Create chip inlay designs, edge spot colors and shapes along with table game layouts for local, national and international casinos. Construct custom betting spots and large scale backgrounds incorporating specialty and patented games into each design. Create designs consistent with casino branding or to commemorate special events. Lead artist for G2E World Gaming Show; internal committee to develop design6ths, color pallets and themes for booth displays. Including large format posters and a corporate slide show in 2006, 2007 & 2008. Photograph personnel head shots, gaming furniture and gaming products. Use product pictures to develop sales flies and email blasts maintaining corporate branding. Monitor projects to ensure deadlines and quality standards are met. Optimize procedures and devise solutions to ensure orders are completed in an accurate and timely manner. Collaborate with internal departments and external vendors to create corporate events with attendance ranging between 15-250 people; the budget ranged from $200. - $15,000.

**EDUCATION**

Corning Union High, Corning, CA

high school diploma

Shasta College, Redding, CA

Associates Degree Liberal Arts – art core

Rock Hurst University

Certificate: Unlocking Secrets of Photoshop

Certificate: Communication Skills For Women

**SKILLS**

MAC or PC Platform

Adobe Creative Suite: Photoshop, Illustrator, InDesign

QuarkXPress

Corel Draw

Microsoft Office

CRMs: Salesforce, AS-400, Oracle, Dynamics 365

Email Marketing Campaigns

Email Platforms: Eloqua, Constant Contact, Mail Chimp, Outlook

Power Point

Graphic Design- Page Layout

Concept Development

Typography

Corporate Branding

E-mail Marketing

WordPress

Search Engine Optimization

Social Media Advertising

Print Preflight

Photography: Digital & Traditional

Color Correcting and Photo

Retouching

Project Coordinator

Event Marketing