

HEATHER PLUMLEE



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213 W. Olive St. #104 Springfield, MO 65806 – Relocating to the Kansas City Area

Career Objective: I wish to contribute my creative skill set and related business performance capabilities with a dynamic and progressive company. I don't see my role in a company constrained to any specific limits. I seek out new business, step up to any challenge, do routine tasks as needed, and always see that the job gets done.

Skills: HTML, CSS, JavaScript, Responsive Layout, Bootstrap, Sass, React, WordPress, UX/UI, Adobe XD, Photoshop, Illustrator, InDesign, Marketing, Advertising, Word, Excel, PPT

Projects:

www.thedragonflybedandbreakfast.com

www.mpc417.com

www.inspiredcommercelofts.com

www.obeliskhome.com

Certificates: inLEARNING Front-End Web Developer Web Programming Foundations, Web Development Foundations, User Experience for Web Designers, UX Foundations: Accessibility, Programming Fundamentals, HTML Essential Training, CSS Essential Training, Responsive Layout, Git and GitHub, JavaScript Essential Training, Bootstrap 4 Essential Training, Sass Essential Training, Learning React.js

Experience:

Web and Marketing Specialist Taylor-Martin Group **Jan 2019 – Present**

- UX/UI of all three company websites.
- Integrate Photoshop, Illustrator, InDesign or other software into marketing activities.
- Work closely with members of management team to further enhance brand identity for each Taylor-Martin company.
- Design and create marketing materials including print ads, brochures, postcards, email blasts, flyers, point-of-sale, banners, etc.
- Work closely with web consultants to ensure company websites are working properly, kept up to date and have fresh content. Basic knowledge of HTML, WordPress, and e-commerce.

- Design art and copy layouts for material to be presented by visual communications media such as magazines, newspapers, and packaging. Determine size and arrangement of illustrative material and copy, select style, and size of type, and arrange layout based upon available space, know the edge of layout principles, and aesthetic design concepts.
 - Work with management to develop and effectively communicate promotions and events to generate revenue.
 - Create trend, concept and product presentations for BridgeBlue client meetings
 - Design effective consumer-directed packaging and product instructions.
 - Work with product development staff to create graphics required for product designs.
 - Assist with photo shoots including location and styling.
- layouts using Photoshop and various other media programs.
- Work closely with management on marketing budgets and then work with vendors and publications to ensure budgets are properly managed.
 - Management of social media, such as Facebook, Instagram, Pinterest, etc.
 - Coordinate Art Walk event website, social media, blog and printed materials.

Web Developer, UX/UI Designer Self-employed **Mar 2016 – Jan 2019**

- Freelance Web Development
- UX/UI design
- Graphic design
- Photography and Videography for commercial needs.

**Will provide several references upon request.

Director of Marketing and Web Development Print Group **Mar 2016 – Jul 2018**

- UX/UI developer for EFI digital store front web-to-print solutions.
- Web Development and maintenance of the company Wordpress website.
- Planning, leadership, and creation of marketing projects and delivering these programs to the appropriate audience.
- Social Media management.
- Maintaining client relationships, while developing programs for their companies and executing printed products from beginning to end of each project.

Director of Marketing and Web Development Rosie's Fashion House **Aug 2014 – Mar 2016**

- UX/UI of company website.
- Event coordinator for special sales, shows, celebrations, and town-wide events.
- Store Owner's Personal assistant as she balanced a career as head of the wardrobe for Britney Spears' Vegas Show, Piece of Me.
- Photography Director of modeling shoots, product shots, and events.
- Social Media Manager.
- New Employee trainer and creator of new hire manual.

Photography Manager Emovieposter.com **Apr 2012 – Aug 2014**

- Photographed movie memorabilia with accuracy for the most trusted vintage original movie poster major online auction in the world.
- Handled with care valuable items that reached up to \$96,000.
- New Employee trainer and office manager for the photography department.

Photographer Walt Disney Parks & Resorts **Feb 2011 – Mar 2012**

- Professional Photographer for the world's most-visited entertainment center.
- Operated high tech photography equipment while educated in troubleshooting methods. Operated advanced printing equipment.
- Arranged and photographed guest's magical memories at various locations and special events including "Make a Wish" families.

Graphic Designer Associated Wholesale Grocers **Aug 2003 – Nov 2010**

- Project lead graphic artist for the nation's second largest retailer-owned grocery wholesaler in the United States.
- Two-time national design award winner of the National Grocers Association.
- Demonstrated project management with internal clients and external vendors while creating and executing professional designs.
- Managed co-graphic artists in production, demonstrating team leadership skills.
- Photographer and lead designer for major company events such as Food Shows, banquets, and charity events.

Graphic Designer Quad County News **Jun 2002 – Aug 2003**

- Sole graphic artist for three news publications creating over thirty unique ads per week.
- In charge of all client files, insuring profiles are up to date and accurate.
- Photographer and reporter.

Purchase Specialist Coin Co. **Apr 1998 – Jun 2002**

- Purchaser for large operating equipment and maintenance related items.
- Inventory control for all items used within the company and maintenance department.
- Shipping and receiving duties for all office related materials.
- Employee hourly time clerk for the maintenance department.
- Vendor account specialist, maintaining relationships with each vendor and bill pay.