

## FREELANCE DESIGNER

### Summary

Multi-disciplinary designer with a strong marketing and entrepreneurial background. Experienced in leading design projects from start to finish, on time, on budget and with excellent quality. Seeking a creative position working with a top interior designer.

### Highlights

- Overall business operations
- Graphic design
- Project management
- Client, vendor & contractor relations
- Marketing & branding
- Trend analysis & market research
- Space planning
- Traditional fine art skills
- Computer drafting
- Design proposals & presentations
- Product sourcing, orders & invoicing
- Budget management

### Highlights

- Excellent time management skills
- Enthusiastic team player
- Quick learner
- Adept multi-tasker
- Energetic self starter
- Resourceful
- Conceptual thinker
- Customer-oriented
- Flexible
- Meticulous attention to detail
- Traditional fine art skills
- Proficient in Spanish
- Professional and mature
- Conceptual & schematic design skills
- Strategic thinker
- Deadline-driven

### Skills

- Advanced Adobe CS6, Illustrator, Photoshop
- Familiar with AutoCAD, Studio Designer, InDesign, with goals to learn SketchUp and Revit in near future.

### Accomplishments

- Founded an artisan wine brand with no previous wine industry experience
- Winner of 2012 "Rising Star" Award from NAWBO - National Association of Women Business Owners
- Spearheaded interior design, space planning, and installation for two successful Eco Chateau Wellness Spas
- Conceived brand name and visual concept behind Eco Chateau, a French inspired eco-friendly wellness spa
- Produced, secured sponsors, and organized a premier art show featuring 25 of LA's best artists at the legendary Sound City Recording Studios, which was attended by over 300 people, and featured in Huffington Post Japan, Juxtapoz, and LA Weekly. (soundandvisionartshow.com)
- Designed ecommerce websites and all marketing collateral for art show and wine brand
- Directed multiple creative projects and photoshoots for clients
- Scored in 99th percent tile on Johnson O Conner Research Foundation Aptitudes test in memory for design, ability to generate new ideas, and clerical speed/accuracy
- Presented in front of audiences of 200+, organized tradeshow booths in Germany, managed marketing budgets for a \$50M company, managed portfolio of professional athletes and media VIPs

### Experience

04/2012 - Current

Company Name - City , State Freelance Designer

*"Oh, Marie Fox. Everything she touches turns to amazing. Whether she is putting her brain to work thinking up some original and dazzling content, or putting her hands to work and creating*

*something mind-blowingly beautiful, she always gives 100%, which is approximately 10% more than most people's 100%." - Nichole M, Founder of Sash Bag*

- Launched freelance design business specializing in graphic design, interiors, logos, website makeovers, business name generation and marketing.
- Hired to spearhead interior design of two successful Eco Chateau wellness spas (opened 2012 & 2014)
- Developed winning design proposal for unique women's fitness club, while competing against 10 other designers, including the designer of Equinox gym.

11/2009 - Current

Company Name - City , State Founder

- Imagined and launched design-driven wine brand with innovative marketing concept
- Identified unique market opportunity and positioned the company to fulfill unmet niche in personalized gifting
- Successfully navigated all startup stages of product development: crafted business plan, analyzed competitors, researched target markets, setup LLC, obtained all necessary business and alcohol licenses, vetted suppliers, sourced wine, conducted qualitative research tastings, calculated pricing model and profit margins, developed sales channel and marketing strategies
- Built website, designed and wrote custom content for all marketing collateral, social media and blog
- Hosted over 50 wine events, exported wine to China.
- Featured on two of the largest packaging design websites (dieline.com, lovelypackage.com), KUSI Channel 5 TV, 102.1 KPRi Radio, Formes de Luxe French luxury packaging magazine, World Packaging News, Cool Hunting project, Trendhunter, Trendera, and more

09/2007 - 10/2009

Company Name - City , State Marketing Manager & Sportswear Product Line Manager

- Planned several large scale events, delivered presentations to audiences of 200+, oversaw marketing budgets for a \$50 Million dollar brand, managed portfolio of professional athletes and media VIPs
- Collaborated with cross functional departments to build and execute long-term brand and product marketing plans
- Designed, organized, and managed several large scale consumer events, along with all tradeshow marketing initiatives and product logistics
- Initiated Thor's first online demographic survey for consumers and sales force. Compiled, analyzed, and suggested initiatives based on 1,800 consumer and 200 sales rep responses
- Constructed detailed and insightful product positioning Competitive Landscape, which was referenced and applauded by the General Manager, Sales Director, Creative Director, Product Designers, and Product Developers
- Appointed as key contact person with PR agency and media. Initiated weekly press release topics and assisted media with all product needs. Consistently received press in over 14 publications
- Directed product launch video with athlete Chad Reed which was featured on several major motocross websites
- Coordinated all web content for fall catalog launch; streamlined content with advertising and sales campaign to create consistent and unified brand message
- Developed new point of purchase displays, such as signage, goggle racks, window decals, and ceiling hangings
- Created new sales program with improved visual aesthetics and functionality
- Analyzed sportswear sales trends and feedback to develop new product line strategies
- Styled and directed athletes and models during photo shoot. Recognized as Thor's best sportswear catalog to date by General Manager and Sales Reps

Education

2005

University of Wisconsin, Madison BBA : International Business / Marketing, Minor in Spanish