

MARKETING SPECIALIST GRAPHIC DESIGNER

Professional Summary

Accomplished, creative marketing professional with proven success in graphic design, corporate marketing communications, project and event management and print production management. Recognized for the ability to perform multiple tasks at one time while meeting multiple client needs, completing projects efficiently and within or under budget, and having a high attention to detail. Respected for always setting and meeting high quality standards, being a team player willing to do whatever is needed to get the job done, and building and maintaining honest and loyal relationships. Seeking creative position that will allow me to use my creative abilities and business acumen to bring a brand to life.

Core Qualifications

- Adobe
- Photoshop, Illustrator and InDesign as well as Microsoft Office programs Powerpoint, Word and Excel. Areas of knowledge and expertise include:
- Art Direction (design, illustration, photography)
- Corporate Brand Strategy
- Graphic Design (proficient in Adobe Creative Suites)
- Corporate Marketing Communications
- Creative Print and Digital Content Development
- Event/Trade Show Management
- Print Production Management
- Project Management

Experience

Marketing Specialist Graphic Designer

January 2005 to January 2016 Company Name - City , State

- Managed strategic direction of corporate brand strategy and creative design for all marketing communications including advertising, digital, sales collateral, trade publications, website, event marketing and training materials.
- Selected Accomplishments: Drove the process and implementation of the corporate brand strategy throughout all communication avenues and to all target audiences including extensive network of dealers (35 Dealers/250 locations) to maintain brand consistency while increasing brand awareness.
- Developed and designed all corporate marketing communications including art direction of illustrators, photographers, copywriters/journalists, printers and industry agencies to ensure on time and on budget campaigns.
- Annual printing budget: \$300,000 with an annual increase of 15%.
- Developed integrated marketing and branding campaigns for all internal corporate meetings and events.
- Attendance ranging from 10 to 1,000.
- Marketing budgets ranging from \$500 to \$250,000.
- Integrated and managed an on-line literature ordering system increasing the visibility and accessibility of product sales collateral.
- Includes 150+ skus.
- Average of 35 orders per month.
- Built and maintained integral relationships with counterparts at Wirtgen Group headquarters in Germany as well as other Wirtgen Group subsidiaries throughout the world establishing trust and easing overall communications.
- Coordinated and implemented an on-line registration process for training curriculum that automated the registration process allowing for data collection and reporting of over 9,000 registrants a year.
- Trained additional employees to implement and maintain the ongoing training schedules/changes.

Owner

January 2001 to January 2005 Company Name - City , State

- Selected Accomplishments:
- Conceptualized and designed marketing collateral, public relation campaigns, website, advertising, and press releases resulting in an increase in fan base, ticket sales and sponsorship acquisitions.
- Managed all day-to-day activities including budget planning, hiring of staff, player relations, tryouts, game day operations and merchandising.
- Finished with winning records in all four seasons including conference title in 2001 and undefeated season, conference title in 2005.

Art Director

January 2000 to January 2001 Company Name - City , State

- Established the design department to facilitate integrated marketing communications for increased brand awareness and sales to consumers.
- Designed and directed the production of fundraising catalog including multiple versions with variable information specific to desired industry.

Art Director

January 1997 to January 2000 Company Name - City , State

- Effectively grew design department client base by 20%+ within the first year due to design skills, concept abilities, client relations and vendor management.
- Established and maintained design clientele throughout three years with company.
- Varied client base including Wirtgen America, Bridgestone/Firestone, Horizon Music Group and Bonnaroo.
- PIAS Awards: Best of Category, Award of Excellence and Award of Merit.

Graphic Designer

January 1995 to January 1996 Company Name - City , State

- Member of a four person marketing team responsible for design of all marketing material, advertising and packaging for clipper division.
- Selected Accomplishments: Designed international, multi-language packaging.
- Trained all incoming designers.

Graphic Designer, Senior Graphic Designer, Lead Artist

January 1990 to January 1995 Company Name - City , State

- Manufacturer and distributor of personal care health and beauty products for the store brand industry.
- Member of an eight-person design team responsible for all corporate marketing material as well as designing personal care product packaging for various US and International clientele.
- Selected Accomplishments: Piloted the "Traveling Artist" program resulting in an expedited design approval process.
- Designed multi-language personal care packaging and promotional material for companies such as Walmart, Walgreens and Kroger as well as various international companies.
- Designed corporate newsletter, presentation slides, sales brochures and POP displays.
- Promoted multiple times within my tenure.

Education

Master of Business Administration : Marketing , December 2016 Belmont University, The Jack C. Massey Graduate School of Business - City , State GPA: 3.86 Marketing GPA: 3.86

Bachelor of Science : Graphic Design The University of Cincinnati - City , State Graphic Design 5 years of work experience with degree.

Professional Affiliations

Marketing Collateral Chairperson for Wirtgen America Charity Golf Classic benefiting the T.J. Martell Foundation 2007-2015 Marketing Collateral Chairperson for Franklin Wine Festival benefiting Big Brothers Big Sisters of Middle Tennessee 2008-2013 Member of Belmont's Dragon Boat Team benefiting Cumberland River Compact 2014-present Member of and Co-Coach for Women's Softball Team 2000-present Coached Company Co-ed Softball Team 1990-1995

Skills

acquisitions, Adobe, AdobePhotoshop, advertising, Artist, Art Direction, brand strategy, branding, brochures, budget planning, budgets, budget, catalog, clipper, concept, Content Development, creative design, clientele, client, client relations, data collection, designing, design software,

direction, fundraising, Graphic Design, hiring, illustration, Illustrator, InDesign, marketing, marketing collateral, Marketing Communications, marketingcommunications, marketing material, meetings, merchandising, Excel, Microsoft Office programs, Powerpoint, Word, network, newsletter, packaging, photography, press releases, Print Production, printers, Project Management, promotional material, publications, reporting, sales, strategic, training materials, vendor management, website