

# Tammy Arthur

www.myhappydogstudio.com • 239-293-4803 • happydogstudio@gmail.com • tammylarthur@gmail.com

## HAPPY DOG Studio

transforming your vision into *effective design*

www.myhappydogstudio.com



### Freelance Graphic Designer from my studio in sunny Naples, FL

#### Client List:

- The Coding Leader
- Dawn of Designs
- For the Love of Cats
- Crunch Fitness Franchise, Corporate Office
- Unlimited Printing, Tampa
- Solaris Rehab
- Maurice Bassett Publications
- Romanza Design
- Commons Club Fitness & Spa at the Brooks
- Timberwolf Organic Dog Food Products
- Tim Sykes, Anchor Real Estate

Portfolio of design highlights can be found at: [www.behance.net/HDSasTammyArthur](http://www.behance.net/HDSasTammyArthur)  
My LinkedIn: <https://www.linkedin.com/in/tammy-arthur-79450923>



I can't tell you how happy I am that we connected. You are an asset to swfl Naturally. Thank you for all of your efforts. ~Lynda

Ta da! Love it! Looks awesome - such a professional touch you have! ~Mari

This is why I like working with you, totally on the same page whether we talk every day or not! ~Lynda

I love it... I think John will too. You sure can make us look good!!! ~Mary

Looks great! Thanks for all of your hard work. ~John

OMG! I LOVE IT! You are one of the most talented people I know...this looks terrific!!! ~Mary

I think that you are amazing. I appreciate everything you do! ~Kristen

## Testimonials

You are the best. Thank you for your dedication. I don't know what we'd do without you. ~Markie

Tammy is always AWESOME. Glad you got a chance to experience it. ~Sam

I'll tell you this much - you are seen as irreplaceable and key to our success. ~Kristen

Tammy is a whirlwind of efficient backend detail process management blended with the surprising bonus of design skill. She can create functional media flow systems and both execute the flow and document and train others to expand the scope. Very talented, very detail oriented, but able to look at the big picture with flexibility and fix the odd unexpected things that come up in any set process.

~Mike Campbell, Eli Research



Tammy pays meticulous attention to detail, and she keep track of every project without missing a beat. I have always been amazed with the amount of work that she has on her plate, but I always felt that my projects were the most important to her.

~Christopher Owens, Eli Research

During my tenure at Eli, Tammy was the oil that kept the editorial and marketing machines on deadline - and that was a tough task! With over 150 separate publications and countless direct mail efforts being coordinated each month, Tammy held a very firm yet friendly grip on the process and the staff were appreciative of her graphic contributions to their projects. If you need a fulfillment manager that will get your pubs out on time, has a creative flair and a pleasant personality...Tammy is the woman for the job! ~Debi Melillo, Eli Research

A detailed resume follows...

# Tammy Arthur

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## Strengths:

- Goal-Oriented
- Problem Solver
- Quick Learner
- Computer Proficient
- Loyal
- Multi-Tasker
- Trustworthy
- Independent
- Honest
- Detailed
- Accurate
- Positive
- Dependable
- Organized
- Team Player
- Forward Thinker
- Responsible
- Creative
- Pro Company
- Deadline Driven
- Strong Work Ethic
- Adaptable
- Proactive
- Focused

## Education:

Odebolt-Arthur School System, Odebolt, IA 1987 • Western Iowa Tech College, Sioux City, IA 1989  
AXIA University of Phoenix - Associates in Accounting

## Software:

**Adobe CC 2018** (InDesign / Illustrator / Photoshop) • Microsoft Office Suite • QuickBooks • Matrix • ACT!

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### Marketing Manager / Graphic Designer / Social Media, LeeCorp Homes, Estero, FL

- Layout of advertisements: Newspaper, magazine ads, display boards, press releases, etc.
- Website design & maintenance, Social Media and eblasts via Constant Contact.
- Layout of all collateral for our model homes as well as lobby area.
- Event planning/Vendor relations.
- Administrative as needed for owner and sales team.

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### Graphic Designer / Social Media & Web Art, iAuto Marketing, Memphis, TN 2 years as client via Happy Dog Studio and as a part-time employee.

- Layout of advertisements: Newspaper, eblasts, mailers, web sliders & web elements, etc.
- Social Media assistance as needed.

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### Marketing Manager / Graphic Designer / Social Media, VESCI REAL ESTATE TEAM of John R. Wood, Naples, FL 2 years as an employee followed by 2 years as client via Happy Dog Studio

- Planning for all advertisements: Newspaper, magazines, eblasts, mailers, etc.
- Layout: Magazine ads, flyers, brochures, postcards, eblasts, letters, stationery, etc.
- Social Media - facebook, pinterest, Homes & Land, Matrix, youtube, etc. art as well as daily upkeep.
- Vendor relations - Obtaining quotes and knowing the printer's capabilities to achieve best result.
- Layout of all window advertisements and upkeep of outdoor displays & brochures.
- Using area stats information to enhance our advertising & updating materials.

Happy Dog Studio began in 2010 and continues today. During the studio's lifespan I have twice been asked to become an employee as well.

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### Program Assistant to Sales Manager, Destination Resources, Naples, FL

- Develop client proposals/contracts to assist the Sales Manager in sales phase.
- Vendor procurement for program schedules as well as keeping up-to-date information on all vendors.
- Assist with events and operating programs as needed.

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### Business Operations Manager during initial start-up, Principal Investigators Association, Naples, FL

- Managed audio conference division - marketing of monthly audio conferences (speakers and topics).
- Managed a team of four off-site people as the head of the e-mail list acquisition team with weekly quotas.
- All order entry, cost tracking, effort tracking, invoicing, accounts receivable, product fulfillment, deposits, etc.

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### Marketing Coordinator / Assistant to Marketing Director, Miromar Development Corporation, Estero, FL

- Participated in the team's creation of materials for events, newsletters, newspaper, magazine, billboards, etc.
- Vendor relations/negotiations.
- Provided collateral needs to our four entities and kept an inventory of all marketing materials.
- Tracked project progress in Access, maintained job log, vendor quotes and approvals.
- Vendor invoice processing through Accounts Payable. Monthly reconciliation/accounting accruals (4 entities).
- Purchase order processing/approvals - vendor contract processing.
- Yearly budgeting for each entity with quarterly forecasting.
- Online Real Estate ad entry/upload/maintenance.

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### Traffic Control / Graphic Designer / Production / Fulfilment / Online Subscription Manager, Eli Research, Naples, FL

- Set deadlines with editors all over America to achieve printing of 150 newsletters a month.
- Marketing for newsletters, products, live audio, teleconference, and book divisions such as flyers and ads.
- Newsletter/flyer/ad/retention(renewal) layout.
- Worked with the Accounting Department on reconciliation, accruals, budgeting, forecasting, analyzing costs.
- Made each newsletter press ready and determined qty and printing/mailling costs.
- Tracked marketing effort success and telemarketing use of newsletters.
- Implemented several cost saving ideas as well as streamlined the printer billing for our Accounting Dept.
- Processed invoices from vendors.
- Managed three off-site employees as well as employees in India.
- Product order fulfilment management. Database management for inventory, waste, fulfilment.

# Tammy Arthur

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## References

Mary Johnson  
239-272-1146  
Former Owner of Fit Life  
Director of Fitness & Spa Operations,  
The Commons Club

Renee Bechler  
239-314-9462  
Former Art Director (Miromar Development)

Sheryl Ferrie  
239-248-4650 • Event Planning  
Owner of Destination Resources

Kim Darrow  
239-332-8600 • Vendor  
Owner of Palm Printing

Pamela Smith  
928-925-8415  
Owner of Imagikins

Samantha Saldukas  
239-293-2940  
Former Supervisor at Eli Research  
President of The Coding Leader

Drianis Duran  
239-357-38005 • Client  
Dr. of Audiology and  
owner of Gulf Coast Audiology

Christian Hayes  
813-459-7706 • Client  
Round 2 Marketing

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## Letters of Recommendation

April 2011 -

I wanted to take a moment to tell you about my experience of working with Tammy at Happy Dog Studio. I publish a "green" yellow pages twice a year and was in need of a graphic artist last Fall when mine ran into some personal/family challenges and went missing in action. Tammy stepped in quickly and got the job done in a timely fashion. I decided to keep funneling more and more business (graphic design to her) since she was so professional and timely (which has been a challenge up to that point with other people).

I have since given her complete production/layout of the directory for our next issue because I feel confident that she will get the job done right the first time. She does all the interacting with the printer on their needs of how a file needs to get to them and then builds the file for my clients to review and sign off on in a way they can access it.

I am also now referring her to clients who need brochure work done, or business cards – or just plain branding.

Should you chose to bring her on board I believe you will be quite happy with the level of service she gives. If you have any questions, please don't hesitate to reach out to me.

Green regards,

Lynda J. Mastronardo



Your Resource guide to building a local, sustainable economy

Phone: 239.541.1735

Fax: 866.783.5291

[www.swflnaturally.com](http://www.swflnaturally.com)

Tammy joined us part time in February of 2012. She jumped right in and began making our marketing materials as well as being office help on the weekend – within 4 months – she went full-time. Her ability to look at things from what I would like to see and which elements to include are amazing. She quickly got to a stage of graphic design that requires very little proofing/changes as we share the same vision for our marketing. Soon we learned her skills were more than graphic design and she's worked very hard organizing our advertising efforts, implementing branding, and getting us on track with social media. Her organizational skills, ability to see the big picture, and company loyalty are outstanding. If Tammy could some how work in 40 hours in a day and do all we would like her to do - it wouldn't surprise me. I often think of her for special projects, organization help, and more. Amazing, she juggles many hats and does so with ease. She has wonderful cutting-edge ideas for marketing to all facets of our client base. Tammy often seeks out data that demands to be heard through marketing. She has a knack for pumping up our achievements and feeding them to our clients in fun & creative ways. Her graphic design skills are in demand both here and with her client base and we truly wouldn't have the level of advertising we do without her.

**Mari Vesce**

Broker

**MARI VESCI REALTORS, Inc.**

9000 Gulfshore Drive

Naples, Florida 34108

Direct : (239)269-8889

Fax : (239)594-9440

[www.vesci.com](http://www.vesci.com)

[Naplesrealestate239.com](http://Naplesrealestate239.com)





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## To Whom It May Concern

I had the pleasure of working with Tammy Arthur while she was employed at Miromar Development. Tammy was my "go to" daily link to the Marketing Director to manage the various advertising promotions we had contracted for several of their projects.

I enjoyed working with Tammy because she was diligent in her follow up communications and consistently met deadlines as it regarded materials submissions. Tammy also managed invoicing and maintained timely payments of all invoices. She worked well with me in advanced anticipation of contract renewals and was professional in all aspects of our working relationship.

I highly recommend Tammy to any employer in need of a well organized team player with articulate written and spoken communication skills to manage multi tasks for their company. She was a pleasure to work with for Miromar's various advertising programs.

Sheryl Cook  
Ritz-Carlton Magazine  
(404)388-1930  
cooks@bellsouth.net



August 2010

## To Whom It May Concern:

If you are reading this in consideration of hiring Tammy Arthur for any position within your company, then you can discontinue your search. I am extremely particular and only hire the best of the best and I must say she is "exactly" that. I assure you Tammy will be the employee you are searching for no matter what the position entails!

I have worked with all kinds of different personalities, talents, and skills, but I have never had the pleasure of working with someone as well-rounded as Tammy Arthur at Miromar Development Corp. She is the "complete package". Her title was Marketing Coordinator, but that doesn't even begin to cover all the responsibilities her job entailed. Working in our in-house advertising agency for Miromar Development Corp. was an extremely fast-paced, quality and deadline driven environment that could change at a moment's notice and only the best of the best would be able to survive and even thrive as she did. I, as well as our entire team, counted on her in so many areas, that we wished we could have cloned her because there were just not enough hours in the day. She was the best "hub" of the "A Team" in my entire marketing career to date.

She learned the entire Access Database Marketing Production Job System basically on her own by asking a few questions and following a "second-hand" manual. Not only did she master this system, she improved it, and built upon it adding more reports and better ways to improve the quality and efficiencies of the department.

Her production and printing knowledge and thirst for always learning more was invaluable in this position, helping the art department to keep the enormous amount of jobs flowing throughout the department from job jacket requests, to request for quotes, obtaining three bids, analyzing for accuracy against each other, fully understanding the quotes, re-negotiating with vendors (who she developed very trust-based relationships with) and developing a one-page summary before presenting to the Art Director and myself for decision making. This is a very specific and hard to find talent which is just one minor example of her attention to detail and follow through with every task she undertakes.

After not having much time to spend with Tammy in the beginning, I watched her start out with a data entry, accounting, and job-flowing mindset. After a short time, I took her aside and finally took the time to explain to her how important her position was, gave her an overall business picture, and examples of how she could really benefit the department with more forward thinking. From that day forward, she "ran" the department! She was always on top of her game keeping everyone in line including me. I was in continuous meetings and I could count on her for absolutely everything even in the middle of the night which was not in her job description, but unbelievably appreciated and an outstanding work ethic rarely seen anymore.

She went from data entry of budgets, to learning why I budgeted and how and doing them on her own for my review, was always one step ahead of me, kept media contracts moving which was no easy task seeing there were hundreds that started and ended at different times during the year and they were always re-evaluated and re-negotiated and her persistency got answers from the company and the vendors were forever thankful.

The marketing department was responsible for marketing of Miromar Development Corp., Miromar Lakes Beach & Golf Club (including Resident, Amenity, Social, Bridal Venue, Catering, Concierge, Rentals, Resales, etc.) Miromar Design Center (including leasing and atrium rental and event coordination) and Miromar Outlets. She kept everything moving through only one marketing manager for Miromar Outlets and one for the Design Center, the rest was left up to both of us with her learning to read my mind most of the time.

All of this, while balancing accounts payable, and inventory of all collateral. She made my job more manageable as I could trust her to assist me with anything I was working on as well as her duties.

Tammy has an amazing ability to plan event preparation as well as her other duties. We had several events for the public and the residents, which she prepared for with ease due to her pre-planning abilities.

She was the "hub" and always had the answer. Her work ethic is extraordinary and she always met deadlines while helping the entire department stay on deadline. Tammy had her finger on the pulse of all of our work at all times and had a knack for seeing problems beforehand and having a solution to make the workflow continue.

When Tammy left the company, when I awoke from denial, her absence was definitely felt and her skills were missed immediately. I would highly recommend Tammy for any position that demands a person that is organized, deadline driven, dependable, and a joy to work with. She knows something about absolutely everything and has computer skills with all programs that are unheard of. I still miss her every day!

Sincerely,  
Connie J. Hill  
239-823-9611  
Former Director of Marketing, Miromar Development Corp.  
(May 2006 – January 2010)

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**Carter-Pritchett Advertising**  
INCORPORATED  
*An Outdoor Advertising Company*

P.O. Box 3648, North Fort Myers, FL 33918  
phone (239) 543-1110 fax (239) 543-1765

To whom it may concern;

I had the pleasure of working with Tammy Arthur in her marketing role with Miromar Development. Tammy was always very professional, prompt and most importantly thorough in the projects that we worked on together. A number of the projects that we worked on together were of a time sensitive nature and Tammy made it very easy to complete the tasks.

I would recommend Tammy for any job that encompasses customer service or vendor relationships. Tammy's attention to details, time management skills and overall project management's skills would be an asset to any company.

Sincerely,

Jhanna Tucker  
Carter Outdoor Advertising



To Whom It May Concern:

Tammy Arthur joined Eli Research in the fall of 2002. At that time, the position was still new as was the addition of The Coding Institute. Within a couple of months, Tammy had made it into a well-oiled machine combining two company's publication production without a hitch. She was responsible for production, tracking costs, editorial deadlines, vendor relations, and aiding the Accounting Department with month end procedures. Tammy's ability to provide a thorough analysis when ever called upon was one of her strengths. She took it upon herself to learn everything she could about the company.

It should be noted that Eli Research was at 40 publications a month when Tammy started and by the time she left the company Eli was producing well over 150 issues a month. Along with production, scheduling, and graphic work, Tammy was also responsible for overseeing the Online Subscription System and coordinated the upload of our issues in a timely manner.

Tammy's cost saving ideas were always plentiful and she was indeed an asset to the company. Never shying away from a challenge, she always provided support and worked with a high level of dedication.

When Eli implemented our new inventory/data system, Tammy learned her portion effortlessly and became an integral part of keeping customer orders flowing and handling any problems that arose along the way.

Before leaving the company, Tammy had transferred to the Teleconference Department while continuing to oversee the production department. While in the Teleconference Department, her skills in our new database system were an asset. Things were quickly running smoothly and a more accurate tracking of workflow began.

Tammy is definitely a find and I would highly recommend her to any employer that seeks an organized, dependable, self-taught, hard working, smart, deadline driven, mathematical, and responsible employee. Eli Research grew quickly in the time Tammy was there and she kept everything on the tracks and was always there to help out if other departments needed her help. She was truly an asset and Eli was proud to have her on staff.

Sincerely,  
Greg E. Lindberg  
CEO of Eli Research