

Work Experience

Graphic Designer & Marketing Specialist

Navitas Credit Corp.

Ponte Vedra, FL

September 2012 – Present

Email Marketing

- Design and code all corporate email campaigns incorporating inline CSS, responsive and flat design, limited animation, and proper use of web fonts for best results in all generations of email clients, web browsers, mobile devices, and operating systems.
- Manage all email campaigns, using service provider Act-on Software, for uploading and testing html files, importing distribution lists from Salesforce, building list segments including A/B testing, scheduling email drops such as drip campaigns, and reporting results of the email blasts.

Email Sample #1 ([click here](#)) • Email Sample #2 ([click here](#)) • Email Sample #3 ([click here](#))

Email Sample #4 ([click here](#)) • Email Sample #5 ([click here](#)) • Email Sample #6 ([click here](#))

Social Media Marketing

- Designed responsive wall and profile graphics for Facebook, LinkedIn, Twitter, and Google+.
- Wrote copy and designed landing pages for SEO curation and viral marketing efforts for www.navitascredit.com.
- Write daily updates for our social media pages including company announcements, blog posts, and press releases.
- Integrate our social media presence into our email campaigns, websites, digital brochures, flyers and signage that direct visitors to join/like our pages.
- Copy writing includes email campaigns, press releases, website copy, and marketing materials.
- Wrote internal style guidelines for use of new logo and digital templates.

Website Design

- Designed corporate websites www.navitascredit.com, www.navitaslending.com and www.ultimatefin.com that resizes for all screen sizes including mobile devices, incorporating responsive design, new brand, best usability practices, prominent lead generation channels, and clear delivery of Navitas products & services. Website built with HTML, CSS, and Javascript.
- Collaborated with software engineer to design page comps including the homepage for www.EquipmentStreet.com, an e-commerce, online community, and lead generation website.
- Design vendor landing pages combining both Navitas and partner brands with multiple call-to-action links that convert visitors to new sales leads.

Sample #1 ([click here](#)) • Sample #2 ([click here](#)) • Sample #3 ([click here](#)) • Sample #4 ([click here](#))

Corporate Identity

- Led entire rebranding including name change, logo designs, websites, signage, collateral, and collateral for corporation and all 6 business divisions.
- Designed trade show booth including 10' backdrop, podium stand, table covers, and signage. Responsible for pre-flighting and delivery of all booth artwork for best compliance with production specifications.
- Art Director for both Navitas and Equipment Street brand including logos, digital brochure, business cards, rate cards, credit applications, letterhead, and Microsoft Office templates.

25 Dufferin Street
St. Augustine, FL
32084
904.347.7339, tel.

Art Director

SQE, Inc.

Orange Park, FL

February 2007 – July 2012

- Lead designer for corporate identity such as logos, marketing materials, media kits, conference brochures, training catalogs, advertisements, Flash presentations, and booth exhibits for five conferences per year with +2000 attendees.
- Front-end designer for social media website using Drupal theming that incorporates all SQE publications into one portal. Features include connecting with communities, groups, friends, blogs, videos, article archives, real-time updates, and integrated comment boards.
- Responsible for front-end design, usability, and html/CSS coding of corporate websites, eNewsletters and direct email campaigns.
- Researched best eNewsletters and direct email practices by conducting the One Text process with executive staff, interviewing vendors, filtering information, and creating effective designs that best met our editorial, marketing, and ad revenue objectives.
- Redesigned eNewsletters to increase ad revenue, subscriptions, and click-through rates. Resulted in a 20% jump in ad sales.
- Managed production schedule for creative staff, encompassing +250 deliverables per year. Provided in-house consultative services, art direction and delegation of workflow to ensure all products were completed on time and within budget.
- Liaison to all print, web and mail house vendors for the magazine, conference and sales brochures, business cards, and all other collateral.
- Participated in creative meetings, heads-and-decks with editorial staff, and brainstorming with our marketing team. Created, wrote, and pitched ad campaigns to executive staff.
- Worked with the Vice President of Publishing on annual and quarterly budgets for creative department.

Better Software magazine

February 2007 – July 2016

- Art director for *Better Software* magazine a monthly 4-color, 56-page magazine with a print run of 50,000.
- Completed the redesign of both the print and digital editions in 2010.
- Incorporated linked InCopy files to the InDesign template to streamline collaboration between the design and editorial teams and to increase productivity.
- Digital edition redesign improved visibility of type, reader engagement, maximized use of screen space on mobile devices, and created new advertising channels.
- Digital edition includes a readership of 25,000 and a 12% click-through rate.
- Won three Charlie awards from the Florida Magazine Association for Best Cover design, Best Feature Design, and Best Special Theme or Show Issue.
- Researched digital providers to find best online newsstand options for distribution and subscriptions; native app development in tandem with a browser-based web app; back-end metrics; and optimum accessibility across multiple screens, platforms, and mobile devices.

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Sales Director & Web Designer

Willis + Company, Inc.

Key West & St. Augustine, FL

June 2005 – January 2007

Sales Director Responsibilities

- Account management duties include new business development, client consultations, copy writing, story boarding and pitching campaigns, vendor coordination, developing brand identity solutions, and ongoing client relations.
- Marketing efforts include advertising, writing and submitting press releases, conducting sales presentations, running trade show booths, direct email campaigns, social media outreach, professional networking, and community service.
- New business development resulted in \$85,000 in revenue within a 7-month period including two large brand identity campaigns.
- Art direction of logo and collateral, signage, websites, catalogs, advertisements, and booth exhibits that resulted in high value solutions for clients at affordable prices.

Website Design

Designed and built client websites generally for the tourism industry. Samples available in online portfolio ([click here](#)).

Senior Graphic Designer

IFES

Washington, DC

April 2001 - May 2005

Corporate Identity

- Led synchronized launch of new corporate identity within a 3-month period both at headquarters and for 23 field offices worldwide. Efforts included focus group meetings, story boarding and pitching campaigns, organizational style guidelines, staff training, and presentations to the Board of Directors. Received leadership award with bonus and a promotion for my efforts.
- Developed collateral materials including new logo and slogan, letterhead and business cards in +4 languages, annual report, folders, brochures, and program guides using 2-color design for more cost effective printing.
- Corporate identity included art direction and redesign of the quarterly magazine with a new title, look and editorial focus along with its companion website.
- Experience designing in the following mediums – raised acrylic and brushed steel for signage, engraving, watermarking (paper), silk screening, embroidery, embossing (paper and leather), die cutting, dull and gloss varnishes, spot colors, use of artisanal papers, foil stamping and encased enamel.

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Print Design

- Lead designer of *democracy at large* and its predecessor *Elections Today*, a 5-color, 32-page quarterly magazine which features international democracy news.
- Publications include annual reports, buyer's guide, international law compendiums, voter education posters, certified poll worker forms, election ballots in various languages and alphabets, white papers, and marketing materials for the organization.
- Supported the Vice President of Communications and managed creative services staff with department work flow, staff training and mentoring, annual reviews, and art direction.

Website Design

Other responsibilities include the design and maintenance of websites including www.IFES.org and www.ElectionGuide.org.

Senior Graphic Designer

Independent Project Analysis, Inc.

Reston, VA

September 1999 - February 2001

- Developed corporate website and intranet within a 3-month period involving front-end design, site architecture, and content management.
- Designed brochures, newsletters, and collateral pieces resulting in a 50% increase to the corporate marketing portfolio.
- Prepared educational materials and conducted staff training on use of Microsoft Office templates that incorporated company brand.

Portfolio

<http://cathyclinger.carbonmade.com>

Education

University of Baltimore, graduate coursework, MA Publication Design, 2004.

Ohio University, Bachelor of Arts, Political Science, 1996.

Computer Skills

Adept in both Macintosh and PC platforms: Macintosh OSX, Adobe Creative Cloud (InDesign, InCopy, Illustrator, Photoshop, Acrobat, Dreamweaver, Fireworks, Animate, Edge, Muse, Business Catalyst, TypeKit, Kuler); Quark, HTML5, CSS, JavaScript, JQuery, and Salesforce, Act-on, and Microsoft Office.

References

Available upon request

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