



Val Media • Valerie Blackburn
valerie.blackburn@cox.net
<http://valmedia.net>
405.501.3626

OBJECTIVE

Graphic and web designer, seeking a Social Media Strategist position that will allow me to use my knowledge of internet technology and social media to effectively market products and services.

SUMMARY OF QUALIFICATIONS

- Initial graphic/creative designer career afforded artistic experience.
- Four years of web design/development experience.
- Strong advertising and marketing skills.
- Managed several projects simultaneously and completed before multiple deadlines.

EXPERIENCE

OESD, LLC. -Oklahoma City, OK

Online Programming Specialist

June 2013 - Present

Marketing, graphics, and copy for the eCommerce Center, Prepare weekly and monthly newsletters and other collaterals as assigned. Maintain dealer social media – blogs, Facebook, etc. Development and creation of online magazine advertising. Redesign of blog and retail design website. Creation of html pages for specific promotions.

Valmedia -Oklahoma City, OK

Graphic and Web Designer

October 2009 - Present

Independent projects including logos, ads, illustration and web sites for specific clients.

Express Personnel -Oklahoma City, OK

Graphic and Web Designer

December 2012 - January 2013

Rebrand company logo, letterhead and documents to reflect a growing, modern company. Redesign website for a national zoning company. Communicate with website development company about website specifications and design limitations.

Hobby Lobby - Oklahoma City, OK

Front End Web Designer

August 2012 – October 2012

Website design and development, using Visual Studio, html, CSS, C#, javascript and jquery for internal Intranet site that housed the art used for reproduction in the corporate creative department. Liaison between corporate creative department and IS/IT department, communicating design possibilities and limitations. Concept design for an ipad application and mobile site design.

Group 1 Automotive, Bob Howard PDC - Oklahoma City, OK

Online Content Specialist

February 2011 – August 2012

Train new employees on position, including development of training guides for multiple software platforms. Logo creation for a retail website. Website redesign to match new corporate identity. Web analytics, SEO and marketing research. Employee and product photo shoots for website and intranet site. Set up new internet accounts. Instruct customers in online ordering. Provide customer service and technical support. Print and web promotion design for various automotive brands. Prepare and submit government bids for automotive parts using ONVIA. Social Media, including weekly promotions and all other updates.

The Addison Group - Oklahoma City, OK

Marketing Specialist

August 2010 – October 2010

Daily brochure, flyer and poster orders, including communication with account representatives. Email campaign blasts. Conference design including printing and preparing jobs for printers. Logo creation and design. Updates to internal Intranet site including html pages, shopping cart database and graphics.



Val Media • Valerie Blackburn
valerie.blackburn@cox.net
<http://valmedia.net>
405.501.3626

EXPERIENCE CONTINUED

The Oklahoman, Oklahoma Publishing Company - Oklahoma City, OK Graphic Designer

July 2006 – May 2010

Print design for niche publications including LOOKatOKC, Central Oklahoma Homes magazine, Mood, NStyle, VIVA and special sections in The Oklahoman. Web design for ads and headers on NewsOK. Directed photo shoots. Cultivated and maintained excellent client relationships by innovative direction and implementation of various media avenues designed to enhance client marketing and communication efforts. Maintain relationships with printers; strong knowledge of printing and preparing jobs for printers. Coordinate multiple projects at once, while maintaining a high level of confidentiality with each client and the nature of each project. Train new employees and interns on job protocol and design expectations of clients. Interfaced with upper management to discuss web design advertisement creation.

Walmart corporate office - Bentonville, AR Art Director

January 2004 – July 2006

Designed circulars, store signage, trade show graphics and press kits. Provided art direction of photos shoots, which included props, products from the store, models and the photography staff. Designed corporate packaging and promotional materials concentrating on Wal-Mart corporate, Wal-Mart Apparel/Shoes and Wal-Mart travel centers. Trained new employees and interns on job protocol and design expectations of clients.

EDUCATION

Oklahoma State University - Stillwater, OK B.S. Marketing, Minor in Finance

May 1999

Oklahoma State University Institute of Technology - Okmulgee, OK Graphic Design Technology

December 2003

SKILLS

Adobe Indesign, Adobe Illustrator, Adobe Photoshop, Adobe Dreamweaver, CSS, JavaScript, PHP, html, xhtml, javascript, jquery, C#, Visual Studio, github.

CIVIC/COMMUNITY ACTIVITIES

Oklahoma City Memorial Half-Marathon,
The Landrunners - Oklahoma City Running Club,
Corporate Rowing,
Habitat For Humanity
Oklahoma City Humane Society.

PROFESSIONAL ORGANIZATIONS

Alliance of Emerging Professionals,
Oklahoma Visual Artists Coalition,
Oklahoma State University Alumni Association.

HONORS/AWARDS

Associated Press/Oklahoma News Executives 2008 Carl Rogan Memorial News Excellence Competition, First Place Non-Page One Layout.
Best Design of the Month, April 2008.
Employee of the Month Award, May 2007.