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WORK EXPERIENCE

Broadlawns Medical Center, Des Moines, IA

Digital Media Coordinator & Graphic Designer, September 2015 – Present

- Plan concepts, gather materials, create artwork and design layouts for advertising placements, collateral pieces and presentation materials
- Collaborate with internal staff and external vendors to identify objectives, coordinate timelines, complete projects and meet deadlines for marketing and advertising initiatives
- Develop content for marketing materials and create designs that are visually impactful, professional and elevate the image of the organization and its scope of services
- Manage content and design for website
- Create messaging and imagery for social media platforms (Facebook, Twitter, Instagram, LinkedIn)
- Assist with hospital and clinic signage
- Maintain a photo archive and ensure that the medical staff and facilities are well represented
- Manage organization's digital presence is competitive in the marketplace on a local and regional basis

Gannett Imaging and Ad Design Center, Des Moines, IA

Ad Design Performance & Development Coach, March 2015 – September 2015

- Supervise a team of 27 Graphic Artists
- Assist and coach team to achieve goals, identify challenges and find opportunities for improvement
- Manage daily advertising workflow ensuring that deadlines are achieved while maintaining quality standards
- Assist management team in identifying opportunities for training and coaching
- Additional responsibilities include hiring, scheduling, payroll, annual performance evaluations, developing and enforcing standard operating procedures, staff development, and disciplinary actions

Gannett Imaging and Ad Design Center, Des Moines, IA

Ad Design Team Lead, May 2014 – March 2015

- Act as a resource and point of contact for a team of graphic artist to ensure quality standards, productivity, and creative expectations are met
- Provide reports on employee productivity and accuracy to senior management
- Assist in building and designing ads
- Provide assistance in developing and updating the standard operating procedures, completing all required reports as assigned, and communicating with employees and management as needed
- Independently resolve issues relating to quality and/or integrity of advertisements

Gannett Imaging and Ad Design Center, Des Moines, IA

Graphic Artist, August 2010 – May 2014

- Use Adobe Creative Suite to design ads for over 90 newspapers and magazines, including USA Today
- Work under short deadlines to accurately and quickly conceptualize an idea into a design
- Consistently maintain a high level of accuracy and productivity
- Work on a select team to design high revenue ads requiring an exceptional level of quality, accuracy and timeliness
- Review peer ads for quality and accuracy
- Work as a "point person" to assist in answering coworker questions related to ad design
- Update and maintain wiki pages on the company database

EDUCATION

Bachelor of Fine Arts, Bachelor of Arts in Advertising

Iowa State University, Ames, Iowa • Fall 2005 - Summer 2010

SKILLS

- Macintosh & Windows operating systems
- Adobe Creative Suite (InDesign, Photoshop, Illustrator, Acrobat Pro)
- Microsoft Word, Excel, PowerPoint, Outlook
- Ability to problem solve
- Ability to work independently
- Ability to meet strict deadlines
- Written & oral communication skills
- Digital photography
- Basic image editing skills
- Basic audio and video editing skills
- Basic knowledge of HTML coding
- Social Media Management
- Search Engine Optimization (SEO)