

## FREELANCE DESIGNER & CREATIVE CONSULTANT

### Summary

creativity, design and organizational skills.

Highly organized Communications Specialist with [Number] years in the communications field. Areas of expertise include web and print content development, public speaking and project management.

Creative and highly-motivated [Job Title] and trained media spokesperson who drafts engaging and effective marketing content. Clients include multiple Fortune 500 companies.

Savvy [Job Title] with a wide-ranging background in marketing and executive communication, employee engagement and branding. Tech-savvy and strategic communications manager and leader possessing exceptional writing and editing skills. Versed in a range of communications solutions and technologies.

Communications expert who specializes in social media marketing. Extensive background in [Skill set].

Communications professional highly trained in professional lobbying. Collaborates with solar energy companies to initiate environmental policy change and foster public awareness.

Experienced [job title] professional with strong leadership and relationship-building skills.

Meticulous [job title], excellent at juggling multiple tasks and working under pressure. Broad industry experience includes Healthcare, Finance and Legal.

Demonstrated experience in marketing, technical writing, web design, multimedia, visual communication and graphic design. Versatile skill set, drawing from both traditional and technical disciplines, and broad industry exposure. Success in translating business objectives into creative solutions.

Tech-savvy [Job Title] offering a comprehensive management background, including [Number] years as a [Job Title] at a Fortune-100 company. Areas of expertise include [Skill set] and [Skill set].

Seasoned [Job Title] with a comprehensive background managing highly effective communication campaigns that supported key sales, marketing and stakeholder engagement objectives.

Digital marketing professional experienced in integrated marketing, business development and account management. Knowledgeable about e-commerce, social media and creative digital design.

Talented [Job Title] proficient at collaborating with multiple stakeholders to determine audience interest and develop strategic go-to-market communication plans that align with the company's business priorities and initiatives.

Innovative Manager seeks position offering opportunities for new professional and personal challenges. Self-starter with a positive, can-do attitude who is driven to learn, improve and succeed.

Accomplished [Job Title] skilled in achieving operational efficiency and increasing revenue in the financial services, health care and manufacturing industries. Business process improvement, data analysis and IT asset management expert.

Business Analyst offering [Number] years delivering cost-effective, high-performance technology solutions to meet shifting organizational demands.

Solutions-oriented [Job Title] possessing a unique combination of skills, including business analysis, quality assurance testing and applications development experience in top-tier [Organization type] organizations.

Business Analyst versed in data mapping and user acceptance testing, as well as solving complex problems in high-pressure environments. Excels at cultivating, managing and leveraging client relationships.

Flexible and versatile Business Analyst specializing in developing innovative solutions to organizational problems. Advanced knowledge of [Software] asset tracking software.

Accomplished Marketing Manager with an MBA and over seven years experience in managing over 30 large accounts for a top advertising agency.

MBA qualified Marketing Manager with over 7 years client interface and revenue growth experience.

Creative Marketing Manager with broad-based background in highly competitive and dynamic organizations. Recognized as a decisive leader and excellent team player.

[Job Title] specializing in print layout and design applications.

Imaginative and successful [Job Title] versed in all aspects of art creation, installation and marketing.

[Job Title] equipped with an excellent work ethic and capacity to effectively manage creative projects for high profile clients. Original [Job Title] trained in digital design who partners directly with top fashion boutiques on website creation and store lay out decisions.

Skilled Editor experienced in creative development, production and post-production of traditional, computer animation, flash and digital effects projects for film and television.

Responsible [job title] with excellent communication skills demonstrated by [number] years of experience in healthcare. Talented [Job Title] well-versed in identifying market trends and customer needs to create highly-targeted marketing campaigns. Marketing Manager offering a comprehensive background in the development and execution of strategic communication plans to drive member acquisition, retention and reactivation. Versatile [Job Title] bringing [Number] years managing marketing teams. Firm grasp of how to leverage both inbound and outbound marketing strategies to develop and grow customer base. Social Media Manager excelling at leveraging the power of social media networks to boost brand loyalty and visibility. Online Marketing Manager skilled in leveraging the power of blogs, online communities and social media platforms to increase brand awareness and boost brand loyalty. SEO optimization expert adept at creating highly-targeted web content that drives inbound traffic. Exceptional Marketing Coordinator with [Number] years in the industry. Implements affiliate and email marketing to grow company revenue and customer base. Background in graphic design with expertise in [Software Program].

Seasoned [Job Title] with a comprehensive background managing highly effective communication campaigns that supported key sales, marketing and stakeholder engagement objectives.

Marketing Manager with expertise in both online and direct mail marketing campaigns and strategy. Solid understanding of digital marketing, including SEO, PPC, SEM and social media marketing. Creative Senior Marketing Director with more than [Number] years in brand management,

celebrity public relations and event planning and marketing.

Marketing Manager accomplished in all aspects of campaign development, including copywriting and editing, list selection, email, social media marketing and production.

Digital marketing professional experienced in sales, marketing and account management. Knowledgeable about e-commerce, social media and **creative digital design**. A

Personable [Job Title] successful at building strong professional relationships. Manages large and complex projects while maintaining high team morale and energy. Skilled mentor and mediator who excels at bringing out the best in team members.

Project Manager effective in leading and directing [Project Type] projects from inception to launch. More than [Number] years of progressive management experience and repeated success in developing project initiatives, directing project plans and achieving revenue performance targets.

High-achieving management professional possessing excellent communication, organizational and analytical capabilities. Devises innovative solutions to resolve business and technology challenges.

Highly skilled Project Manager with more than [Number] years working in cross-functional environments in the U.S. and abroad. Exceptional written and oral communication skills.

Conscientious [Job Title] adept at event planning, brand management and marketing. Diplomatic and tactful in all communications.

UX Designer adept at streamlining complicated processes by incorporating minimalist design principles into the user experience. JavaScript, CSS, HTML.

UX Designer with [Number] years in Agile environment. Adept at distilling abstract concepts into solid, defined mobile applications. Interest in finance and e-commerce.

Highly focused UX Designer specializing in technical and industry applications, mobile applications, and marketing integration. Seeking [Desired Job Title] position with an established, forward-thinking company.

Collaborative UI Designer with excellent communication skills.

Insightful, creative UI Designer with background in smartphone, desktop and tablet interfaces. Interest in fine art and minimalist design.

Team builder with UI design project management experience. Supervised [Number] designers and coordinated with development team to create bold, functional user experiences.

Web Designer committed to developing elegant user interfaces that raise the bar for utility and design. [Programming Language], Adobe Creative Suite. Project management.

Problem-solving Web Designer successful at creating a seamless user experience throughout entire product line. Seeking position with the chance to develop a company's creative direction.

Project leader with web design expertise. Highly effective communicator adept at managing large groups of developers, designers and engineers.

Capable leader with [Number] years as Web Designer for Fortune 500 companies. Background in finance and web security. Seeking project management position with dedicated team.

Community Outreach Specialist experienced in program coordination and management. Advanced training in [Topic] and [Topic]. Community Outreach Specialist skilled in case management and quantitative and qualitative data analysis. Over [Number] years in healthcare, social services and criminal justice. Compassionate Community Outreach Specialist knowledgeable about child and adolescent development, including developmental and behavioral disorders.

[Job Title] experienced in developing healthcare programs designed to improve maternal and child healthcare service delivery at the state and local level.

### Highlights

- Web content management
- Programming and design skills
- Adobe Creative Suite CS6: Illustrator, Dreamweaver, InDesign, Photoshop
- UX, CSS, JavaScript and HTML
- Design, layout and typography
- CSS
- HTML
- CMS
- Content management systems
- User-centered design
- Interactive prototypes
- Storyboarding
- Integrating user feedback
- Start-up experience
- WordPress
- Brand communications
- Promotional campaigns
- Project management
- Relationship building expert
- Copywriting and copyediting
- Results-driven
- Dedicated patient advocate
- Medical records and documentation
- Strong decision maker
- Brand development
- Graphic design
- Process improvement
- Results-oriented
- Multi-media marketing
- Channel strategy
- Prospecting
- Brand recognition optimization
- Google analytics
- Knowledge of market trends
- Interactive marketing
- Expert in supply management
- Account management
- Direct marketing campaigns
- Interactive marketing
- Internet marketing
- Business development experience
- Customer needs assessment
- Start-up background
- Deadline-driven
- Market segmentation
- Self-directed
- Problem solving
- Innovative
- Decisive
- Competitive analysis
- Leveraging third-party analysis

### PROGRAMMER

- Interface design and implementation
- Project management
- Library design
- Proficient in HTML
- Management information systems
- Agile development methodologies
- Analytical
- Strategic thinker
- Strong analytical skills
- Complex problem solving
- Eye for detail
- Strategic planning
- Excellent problem solving skills
- User experience (UX) design
- Enterprise platforms
- Project management
- Product management
- Adobe Photoshop

- Knowledge of Product Lifecycle Management (PLM)
- Consumer software specialist
- Project tracking
- Technical writing
- Advanced knowledge of HTML and CSS
- Collaborative

- Customer-oriented

#### Other Proficiencies and Professional Examples

- Client-focused
- Operations management
- Results-oriented
- Training and development

- Global and strategic sourcing
- Purchasing and procurement

- Cross-training specialist
- Extensive knowledge of training methods

### INFORMATION TECHNOLOGY

- Layout and design
- Mobile application development
- Managing tight deadlines
- Working independently
- Web application design
- E-Learning application development
- Working with large data sets
- Back-end web languages

### HEALTHCARE

- Active Property and Casualty Insurance License with the [State Name] Department of Insurance
- Enthusiastic caregiver
- Proven patience and self-discipline
- Patient-oriented
- Relationship and team building
- Cultural awareness and sensitivity
- Knowledge of HMOs, Medicare and Medi-Cal
- Maintains strict confidentiality
- Medical Manager Software
- Managed care contract knowledge

### COMMUNICATIONS

- Print and electronic media
- Strategic planning
- Google Apps and Google Analytics
- Exceptional problem solver
- Skilled multi-tasker
- Focused and driven
- Dedicated team player
- Friendly and cheerful with a positive attitude

- Graphic design
- Digital illustration
- Marketing materials development

- Budgeting and forecasting
- Process improvement
- Strong work ethic and initiative
- Flexible creative approach
- Proactive approach to problem solving
- Excellent workflow management

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop

- Relationship building
- Systems implementation Experience in project finance

- Productivity improvement
- Troubleshooting
- Staff training and development
- Trained in business development
- Brand awareness development
- Accomplished in relationship selling
- Program development
- Organized
- Team player
- Strong oral and written communication skills
- Advanced complex problem solving skills
- Efficient and accurate
- Policy and procedural writing
- Photojournalism
- Publishing tools
- Copyediting and proofreading
- Strong interpersonal skills
- Graphic design
- Advanced knowledge of [Software name]
- Advanced knowledge of [Software name]
- Advanced knowledge of [Software name]
- Self-motivated
- Team player

- Data visualization
- Process development
- Social media marketing
- Campaign performance tracking
- Internet marketing
- MBA

- New technology and product research

### GRAPHIC ART & DESIGN

- Advanced typography knowledge
- Computer-assisted design (CAD)
- Corporate design
- HTML knowledge
- Microsoft Office Suite expert
- Strong design sense
- Conceptual thinker
- Time management
- Design strategy

## BUSINESS MANAGEMENT

- Business analysis
- Operations management
- Business management methodology
- Consensus building
- Procedure development
- Collaborative
- Exceptional time management skills
- Adaptable

## BUSINESS DEVELOPMENT

- Fortune 500 partner experience
- Advanced Excel modeling
- Cost-benefit analysis
- Business process improvement
- Business systems analysis
- Functional requirements
- Business requirements matrixes
- Project management
- Requirements gathering
- Scope and project definition
- Critical thinking
- Advanced problem solving abilities

## BUSINESS ANALYSIS

- Strong proposal writer
- Analytical problem solver
- New program and promotion implementation
- Consultative sales techniques

## BUSINESS ADMINISTRATION

- Implementing new business systems
- Identifying risks
- Strategic planning
- Business Requirements Document (BRD)
- B2B sales and service
- Social media and networks
- SQL
- Mobile technologies and services
- Managing multiple priorities
- Critical thinking
- Eye for detail

## Accomplishments

- Gained working proficiency in [Industry], producing technical-level copy within [Number] days.
- Maximized SEO for company blog, increasing page views by [Number]%.
- Implemented new company "voice" strategy in close collaboration with executives and design department.
- Redeveloped direct email marketing strategy, resulting in [Number]% increase in site visits.
- Improved user productivity, discoverability and simplicity through UI redesigns.
- Built user interface, data visualizations and designed overall user experience, resulting in [Number]% increase in sales.
- Strategized ways to leverage various communication channels including browser, mobile, tablet, and others.
- Developed and maintained company style guide.
- Awarded a Customer Excellence Award upon the completion of a project that created opportunities for more business.
- Multiple technical awards for work performance.
- Received award for customer service recognition and ability to work well with the other team members.

- Brochure and newsletter formatting
- Logo and business card photography
- Photo enhancing
- Stationery and letterhead
- Creative and artistic
- Website enhancement
- Self-motivated professional
- Resourceful researcher
- Quick learner
- Knowledge of book design
- Template creation
- Adobe InDesign
- Project proposals

## EXECUTIVE

- Client account management
- Market research and analysis
- Customer-oriented

## ENTREPRENEURSHIP

- Risk and feasibility analysis
- Site selection and development
- Social media marketing
- Operations analysis
- Business communications specialist
- Web 2.0 and social media
- Advanced problem solving skills
- Driven
- Team building
- Strategic thinker

## NEW MEDIA

- Advanced Adobe Photoshop skills
- Strong creative vision
- Management skills
- Strong communication skills
- Creative
- Focused
- Strategic brand management
- Concept development
- Thrives under pressure
- Adaptable
- Advanced knowledge of Maya

## **Print Graphic Support** Â

- Collaborated with marketing and business development groups for collateral needs by creating page layout designs for flyers, data sheets, CD covers and other printed materials.

## *Operational Management* Â

- Identified, recommended and prioritized new Web features and applications in conjunction with business leaders and department managers.
- Developed, coded, installed, tested, debugged and documented Web applications using appropriate editors.

## *Technical Training* Â

- Actively mentored, trained and supervised new web developer for several months to improve HTML, CSS, Javascript, debugging and general professional skills.
- *Website Design*
- Created accent graphics, banner ads, icons, animations and logos using Photoshop and Illustrator.

## *Print Design* Â

- Designed all graphics and writing content layout for a 250-page cookbook about modern Cambodian cooking.
- Collaborated with small team to design and implement enhancements for 14 projects which resulted in a revenue increase of 30%.

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## *Client Interface* Â

- Collaborated on client engagement strategy to drive entry into risk-driven project methodology, improving accuracy of project definition, sizing estimates, and yearly resource budget planning.
- Improved client relationships and project predictability through shared business and technical perspectives, agreed project roles, risk assessment, use cases, transparent business-aligned development efforts, and time-boxed delivery.

## *Team Collaboration* Â

- Brainstormed development team evolution strategy and deployed best practices, such as team programming, test-driven development (JUnit) and repeatable builds (Ant, CVS).
- Defined project skill sets in line with methodology and drove J2EE training.
- Established [Number] new accounts in a single year through successful client development.Sales
- Surpassed all sales goals by 25% for Mid-Atlantic region.
- Increased sales by [X%] over a two year period.

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## *Client Interface* Â

- Collaborated with prospective clients to prepare efficient product marketing strategies and drive business development.
- Co-authored "[ Publication Name ]," a monthly overview of the program's events and outreach activities.

## ***Marketing*** Â

- Implemented marketing strategies which resulted in [X%] growth of customer base.

## Experience

01/2010 to Current

Freelance Designer & Creative Consultant Karya Property Management 1/4 Kansas City , KS

Design and produce print and digital products including invitations, personalized stationery, logos, web graphics and marketing collateral for both B2C and B2B clients.

Updated and managed existing website properties for a [Describe industry] company.

Presented pros and cons of various design approaches to design teams and management.

Presented solutions to complex design problems in presentations, click-through prototypes and design specifications.

Drove the alignment of business requirements, user-centered design methodology and technology factors to create successful UI/UX designs.

Conducted usability testing and integrated feedback into revisions.

Created clear icons, messaging, buttons and other UI elements for smartphones, tablets and web applications.

Translated observational data from contextual investigations, interviews and natural observations into user needs and functional requirements.

Considered localization, scalability and ease of maintenance in all solutions.

Solicited feedback and validation from business and technical team stakeholders.

Generated concepts and initial design explorations for new features and other product aspects.

Worked closely with product managers, visual designers and development team to appropriately evolve designs from concept to launch.

Revised user flows and designs based on design reviews, usability testing, A/B testing and other analytics, customer support feedback and other sources of input.

Strategized ways to leverage various communication channels including browser, mobile, tablet, and others.

Worked closely with several cross-functional teams including business solution architects, customer operations, support and training teams and engineering to maximize product efficacy.

Regularly articulated design decisions and rationale to non-design partners and peers.

Drove core Agile process routines. Adjusted project scope to conform with new sales goals as needed.

Created project timelines. Increased site visits by [Number]% with redeveloped direct email marketing strategy.

Developed and maintained company style guide.

Checked work areas to verify that printed sheets, mutts and blanks from each load were accounted for. Circulated creative folders and obtained sign-offs to maintain efficient production flow.

01/2006 to 01/2010

Web Designer / Developer Kb Homes 7/4 Pearland , TX

Henderson, Nevada As in-house marketing designer excelled in a broad range of concurrent management level and independent creative functions. Responsible for planning, managing and executing the creative content of Mars Retail Group brands including M&M'S World® Merchandise, and Ethel M Chocolates® web & ecommerce channels. Planned, created and produced design of online content including website designs, landing pages, banners, promotional graphics and e-mail blasts. Developed strong relationships with internal and external teams to produce accurate marketing messages across all channels. Developed, designed and executed creative concepts and promotional materials for a variety of multi-channel marketing campaigns including email blasts, web graphics, in-store collateral. Worked on a major website redesign for Ethel M Chocolates® and Ethel's® Chocolate Lounge brands, producing design templates, illustrations and branding style guide. gretchen MANSKE gretchenmanske@hotmail.com EXPERIENCE (Continued) Washoe Health System Account Executive, Marketing 2004-200 Reno, Nevada Responsible for business-to-business marketing and sales of Hometown Health insurance products. Designed direct mail and marketing collateral and utilized creative promotional concepts to generate leads, enroll employer groups and build brand identity.

Increased site visits by [Number]% with redeveloped direct email marketing strategy.

Created project timelines and adjusted project scope to conform with new sales goals as needed.

Developed and maintained company style guide.

Hired photographers and other freelancers.

Regularly articulated design decisions and rationale to non-design partners and peers.

Worked closely with several cross-functional teams including business solution architects, customer operations, support and training teams and engineering to maximize product efficacy.

Worked closely with product managers, visual designers and development team to appropriately evolve designs from concept to launch.

Reliably kept senior management abreast of project statuses.

Translated abstract requirements into concrete user flows and interaction designs. Designed and created weekly email campaigns that increased revenue by [Number]% for website properties.



Updated and managed existing website properties for a [Describe industry] company.

01/2003 to 01/2004

Design Consultant Papyrus 1/4 City , STATE Assisted customers in design of custom-printed invitations, stationery business cards and marketing collateral. Created unique promotional concepts and direct mail campaign to grow corporate sales by 24% in 2003. EARLY CAREER Kawama eCommerce Costa Mesa, CA District Manager, Purchasing Solutions Marketing Nextel Communications Orange, CA Account Executive, Business-to-Business Marketing FileNet Software Costa Mesa, CA Buyer, Purchasing & Subcontract Management Rockwell Semiconductor Newport Beach, CA Production Planner, Demand Analyst - Supply Chain Management Loral Aerospace Newport Beach, CA Buyer and Contract Administrator, Corporate Procurement

Education

2015

Master of Arts : Information Design University of Nevada 1/4 City , State , US

University of Nevada Interactive Journalism Master of Arts 2012-present Reno, Nevada Information Design Visual Communication PR / Integrated Marketing Communication

Coursework includes Human Computer Interaction,

2002

Master of Business Administration : Graduate Research Assistant Master of Business Administration 2001-2002 Magna Cum Laude Graduate; Beta Gamma Sigma Honor Society, Graduate Research Assistant

1993

Bachelor of Science : Business Administration Arizona State University 1/4 City , State , US Arizona State University Bachelor of Science Business Administration 1989-1993 Tempe, Arizona Purchasing and Supply Chain Management Cum Laude Honors Graduate

2006

Graphics & Multimedia Program College of Southern Nevada 1/4 City , State , US PROFESSIONAL College of Southern Nevada Las Vegas, Nevada DEVELOPMENT Computer Graphics & Multimedia Program (15 credits) 2005-2006

2011

Graphic Communications & Design Truckee Meadows Community College 1/4 City , State , US

Instructional Design and Online Teaching Program courses | 2011 Truckee Meadows Community College | Reno, Nevada Graphic Communications & Design Program (7 credits) a | 2011 [Name] Continuing Education workshop

Interests

Running, figure skating, tennis, skiing.

Photography, digital illustration and artistic crafts.

Professional Affiliations

Beta Gamma Sigma Honor Society (MBA)

Paws 4 Love Therapy Dog Organization

AIGA

Skills

Marketing, And Marketing, Marketing Collateral, Web Graphics, Ecommerce, Cleanroom, Corporate Sales, Filenet, Procurement, Production Planner, Computer Graphics, Channel Marketing, Css, Desktop Publishing, Dreamweaver, Graphic Design, Html, Illustration, Illustrator, Indesign, Interface Design, Javascript, Mac, Organizational Skills, Photoshop, Publishing, Training, Translating, Ui Design, User Interface, User Interface Design, Web Design, And Sales, Brand Identity, Branding Leads, Sales Of, Instructional Design