

# MINA MARKHAM

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## experience

FREELANCE DESIGNER, *November Media Group, Syracuse, New York*

05/05–present

- Created identity package for talent/booking agency including letterhead, business cards, envelopes, logo and graphic standards
- Designed website for company using HTML in Dreamweaver, Flash elements and XML to allow editing without requiring designer involvement

DESIGN EDITOR, *Onondagan Yearbook, Syracuse University*

09/05–present

- Supervised print production of yearbook while handling more than 300 pages
- Established and maintained current design styles, color schemes and grid system
- Collaborated with Photo and Copy Editors to coordinate interviews, photo shoots and story assignments
- Created 20 templates and design schemes for divisions, sections and ad pages

ART DIRECTOR, *Equal Time Magazine, Syracuse University*

09/05–05/07

- Collaborated with Editor in Chief on every issue of general interest campus publication with a circulation of 2,000 from concept to design and production
- Established and maintained current design stylebook
- Commissioned art staff of 10 which included designers, photographers and illustrators
- Perform production tasks including photo editing, image manipulation, color correction, typesetting, preflighting and inputting editor's proofreading using Photoshop and InDesign
- Implemented redesign of publication on two separate instances for speciality issues while maintaining the magazine's identity

GRAPHIC DESIGNER, *Office of Student Life, Syracuse University*

09/05–05/07

- Developed marketing materials for all traditional events (Homecoming, Winter Carnival and Senior Celebration) including posters, flyers, postcards, and newspaper ads
- Created design concepts for marketing of student-run event programming on a daily basis
- Worked in 4-, 2-, and 1-color processes
- Created logos for campus-wide events using vector drawing tools in Illustrator

ART DIRECTOR, ASSISTANT EDITOR, *TCV Publishing Inc., Wichita, Kansas*

05/05–08/06

- Implemented redesign of primary publication including creating styles, and library items
- Developed and designed promotional materials for the company and its publications, such as media kits, online banners and ads and rate cards
- Determined editorial content, design and packaging of 30+ stories for each issue of bi-weekly news magazine for 18-35 year-olds

VICE-PRESIDENT, PRESIDENT, *Women in Communications, Syracuse University*

09/04–05/07

- Implemented annual Women's History Month lecture
- Spearheaded overhaul of chapter website
- Handled detailed work of contract negotiation with talent agents and writing funding proposals to University departments and organizations
- Utilized a \$15,000 programming budget each semester
- Researched and booked talent for speaking engagements through various talent agencies
- Headed programming committee of 5-10 students and delegated responsibilities among them
- Supervised seven board members and 40 active members

MENTOR ORIENTATION LEADER, *Office of Orientation Services, Syracuse University*

01/05–05/07

- Served as student event coordinator on student-centered programming initiatives throughout the academic year (Syracuse Welcome, Light the Night, Homecoming, Winter Carnival)
- Facilitated small group discussions with new students and parents during *Syracuse Welcome*

## education

SYRACUSE UNIVERSITY, SYRACUSE, NEW YORK

S.I. Newhouse School of Public Communications / College of Arts & Sciences  
Bachelor of Arts — Graphic Arts & Women's Studies

May 2007

## skills

- InDesign
- Illustrator
- Photoshop
- Dreamweaver
- Flash
- QuarkXPress
- HTML
- CSS
- Studio photography & photojournalism training

## honors & affiliations

- First Place: 2005 National Fair Housing Alliance Poster Competition
- Gates Millennium Scholar: Bill and Melinda Gates Foundation
- Youth Entrepreneur of the Year: National Foundation for Teaching Entrepreneurship
- Dean's List
- Dean's Scholar
- Ed2010, Syracuse University Chapter
- Society of Publication Designers
- Association of Women in Communications
- National Association of Black Journalists

## et cetera

- Newhouse Student Representative Committee
- Newhouse Ambassadors
- Study Abroad Program: London, England