Lavonda Talbert

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I have decided on a career that involves working as a Web programmer. I want to specialize in coding and the development of web content. Currently working on a Post-Degree Certificate in Programming and Development   
at Tri-c Eastern Campus.

**Professional Experience**

Operations Associate

Numerator, Solon, OH 4/17-Present

* Ensure ads are received and processed in a cost-effective way while meeting deadlines
* Analyze metrics on print / digital materials using Microsoft Excel
* Report on status, coverage, volume and other metrics using Microsoft Excel
* Prepare Excel documents for internal management, external contacts and clients
* Assist in improving / developing new processes through company management surveys
* Assist and lead special projects
* Perform daily task of scanning or downloading ads, indexing ads, quality checking of ads, entering ads into our proprietary system; QC / validation; investigating / resolving issues
* Communicate effectively with team members, managers, and other operational teams for daily deadlines

Ad Comparisons Specialist   
MarketTrack, Solon, OH 10/15– 4/17

* Quality assurance by product and category
* Implementing data integrity methods for the US and Puerto Rico food and retail industry. correct and rename product descriptions for accuracy and consistency over its entire life cycle

Ad Comparisons Specialist   
ECRM, Solon, OH 12/10– 10/15

Efficient Collaborative Retail Marketing (ECRM) provides Business Solutions by Integrating Process, Vision and Technology

* Responsible for collecting, labeling and reporting grocery and circular data from 78 newspapers online  
  in major markets across the United States
* Research consumer data to ensure competitive price points and provide manufacturers with the best ad placement.
* Trained a team of 15 to help maintain the end of the week deadline and track ad circulars using brand marketing   
  which identify ads and the ROI they deliver to retailers and their competitors
* Create electronic images from paper and electronic circulars for company’s website; the website allows retailers   
  to view their ads and compare to their competitors

Merchandiser

Joseph-Beth Booksellers, Lyndhurst, OH 08/07–12/10

Joseph-Beth was one of the nation’s strongest and most prosperous independent bookselling companies.

* Interface with customers to identify purchasing needs utilizing exceptional customer service
* Worked directly with card vendors to help repositioned the stationery department
* Using innovative methods in the card section to increase consumer visibility and traffic
* Increased profit margin and revenue by doubling sales in 2010

Lavonda Talbert, pg. 2

Print Designer

Modern International Graphics, Eastlake, OH 05/98 – 04/09

A diversified communication services resource specializing in critical multi-color printing.

* Developed strategies for every client’s file to determine accuracy and file delivery
* Troubleshot clients’ files for production
* Designed 1-6 color newsletters, annual reports, ads, programs, signage, booklets and brochures
* Implemented collateral materials for print and delivery

Marketing Director/Owner

jbmedia, inc., Euclid, OH 12/98 – 04/09  
Brand building collateral materials for profit and non-profit businesses, negotiated client contracts, marketed client’s event   
in print and TV, maintained client base to ensure repeat business.

* Compiled greeting cards for archival – Client: *American Greetings*
* Designed pages and created layouts for Annual Reports – Client: *Cleveland Public Power*
* Composed business forms for small businesses Nationwide Advertising – Client: *Heights Negative and Plate*   
  Assembled and prepared designer’s work for service bureaus and printers
* Conceptualized and launched an annual booklet for the Urban Studies department – Client: *Kent State University*
* Designed CD covers, handouts and presentation covers – Client: *Silent Partner Online*
* Conceived and created brochures, folders, ads, invitations and bus banners – Client: *LMT Productions*

Clients include: Magnet Schools of Cleveland Public Schools, African-American Heritage Trail and the   
African-American Museum

**Education**

Internet Marketing Certificate   
Full Sail University • Winter Park, Florida 2013

MBA [Marketing]  
University of Phoenix • Beachwood, Ohio 2011

Multimedia Certificate   
Lakeland Community College • Kirtland, Ohio 2002

BS Visual Communications Technology   
Bowling Green State University • Bowling Green, Ohio 1988

**Volunteerism**

Art Director   
GCUFF (Greater Cleveland Film Festival), Cleveland, OH 2016

* Develop and implement a design-led campaign using visual and digital concepts across all media. Judge and film critic for submitted independent films

Cleveland Clinic Hospitality Department, Meals on Wheels, Ronald McDonald House, Habitat for Humanity, Stuff the Bus,  
Lake Metroparks [NASA], Rabbit Run Theater, Greater Cleveland Urban Film Festival (Art Director)