



**SUMMARY:**  
Award-winning graphic designer experienced in print, web, interactive, copywriting, SEO, Google analytics, and illustration. Passion for great design and desire to keep learning and evolving with the industry.

## EXPERIENCE:

### LEAD GRAPHIC DESIGNER

**Clarity Services, Inc., Tampa, FL**

January 2013 – Present

Assist Creative Manager with campaigns: planning, scheduling, tracking, and design of integrated materials including but not limited to email, social media, print ads and squeeze pages. Participate in and lead creative meetings with team of 10 creatives including copywriters, managers, and designers to brainstorm ideas for ad campaigns and events. Train new hires in work flow processes and tracking system. Provide art direction for quality of work, accuracy, alignment with creative brief and reflection of company brand. Ensure that projects meet deadlines. Create, maintain and optimize two company web sites. Collect data on response rates for effectiveness of campaigns. Develop and expand evolving company brand, including writing brand manual. Develop SOPs and user guides for department. Work with vendors to obtain quotes for outsourced work.

#### Accomplishments:

- Developed and implemented the marketing plan for the company's first major self-hosted conference, bringing in more than 75% of the attendees through email campaigns and social media and acquiring 132 new followers.
- Implemented tracking of the marketing plan to show where efforts were most effective.
- Developed and created new look and feel for company branding efforts. Wrote and created graphic standards manual to define new look. Created suite of templates to ensure consistency of materials.
- Implemented job tracking systems with existing SharePoint site. Presented tracking system to Marketing team and set up Tasks page for use, making exponentially increasing workload easier to manage.
- Created 30+ page company web site in WordPress with heavy CSS customization. Developed site as I learned within a two-week time frame, while holding down regular design duties.

#### Awards:

- **Silver Addy Award, Local:** Collateral Material, "Clarity Possible Event Campaign," Clarity Services, Inc. Marketing Team, 2014
- **Gold Addy Award, C2 Core Creative, Local:** Integrated Campaign, "Clarity Services Special Event Campaign," Clarity Services, Inc. Marketing Team.
- **Gold, Hermes Creative Awards: Pro Bono Category,** "RCS Possible Event Campaign," Clarity Services, Inc. Marketing Team.

### VISUAL MEDIA CONTRACTOR

**PSCU, St. Petersburg, FL**

September 2011 - July 2012

Contract position. Created B2B and B2C campaign materials for Credit Union members, utilizing design, copy writing and advertising skills. Designed logos and promotional materials for internal events and initiatives. Worked both independently and in a team setting to provide the best possible solutions for design challenges. Along with creative team, developed guidelines for company's rebranding.

### CONTENT DESIGNER

**Triad Digital Media, Tampa, FL**

October, 2010 - January 2011

Contract position. Created static and Flash Banners for leading retailers and large brands according to IAB standards. Published and managed web pages using Content Management Systems. Design comps to show ad placement on clients' existing sites. Attended meetings and phone conferences with art directors, copy writers, account managers and clients to discuss creative needs and solutions.

### GRAPHIC DESIGN INTERN

**Fourthdoor Creative Group/Rain Publishing, Tampa, FL**

July 2009 - September 2009

Internship. Created editorial and ad layouts for South Tampa Magazine, Brandon Digest, Vue and Blu Magazines. Performed web site maintenance for online magazines. Retouched photos for optimum appearance and quality. Sat in on staff meetings to discuss current projects. Interviewed V.P. for insight on the industry and agency procedures.



**PHILOSOPHY:**  
Since antiquity, the Golden Spiral has been the foundation of structural integrity and natural order, in design as well as in nature. Works designed according to its principles are said to have the most aesthetically pleasing proportions.

**GRAPHIC DESIGNER**

**INVEST Financial Corporation, Tampa, FL**

June 2007 – September 2010

Contract position. Created print materials for the Financial Services industry. Personalized marketing pieces for individual rep use. Created logos for startup representative and internal marketing programs. Developed logos and materials for annual national sales event. Teamed with Creative Director to develop graphics standards and cohesive look in order to improve creative materials and to develop new work flow systems in order to make department run more efficiently.

**GRAPHIC DESIGNER**

**Maverick Automotive Marketing, Tampa, FL**

March 2005 – November 2006

Created direct mail and e-marketing pieces to promote automotive sales events, reflecting manufacturers' campaigns and promotions. Produced internal marketing and promotional materials for sales staff. Teamed with owner to develop sales promotions. Assisted with development and editing of web site.

**CREATIVE DESIGNER**

**PrimeNet, Clearwater, FL**

August 2000 – March 2005

Created new direct marketing pieces for commercial clients as company branched from automotive marketing to represent a wide range of products and industries. Trained new employees in company procedures and work flow for production art department. Teamed with Creative Director to develop a line of unique marketing pieces for Beltone Hearing Centers. Clients included automotive, education, health care and financial industries.

**EDUCATION:**

**Bachelor of Fine Arts, Graphic Design, 2009**

Art Institute of Tampa, a Division of Miami International University of Art and Design, Tampa, FL

**Honors:**

President's Honor Roll; Dean's Honor Roll

**Activities:**

President, Graphic Design Club

**Associate of Science, Graphic Design, 1997**

Tampa Technical Institute, Tampa, FL

**Awards:**

- **Silver Addy Award**, Student Category, Sales Promotion/Packaging, 2009
- **Silver Addy Award**, Student Category, Mixed Media Campaign, 2009
- **AAF "Best of the Bay,"** Student Pick of the Pros, Mixed Media Campaign, 2010

**SOFTWARE:**

Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Dreamweaver, WordPress, Microsoft Office

**SPECIAL SKILLS:**

Illustration, Copy Writing, Copy Editing, Digital Photography

**PROFESSIONAL DEVELOPMENT:**

CompuMaster's Conference for Adobe® Photoshop® Users

**CERTIFICATIONS:**

- *Getting Results Without Authority*, Dale Carnegie Training, License LIVE Online Training
- *Critical Thinking: Tools for Effective Action*, Dale Carnegie Training, License LIVE Online Training
- *Leading Across Generations*, Dale Carnegie Training, License LIVE Online Training
- *Secrets to Leading with Assertiveness*, Dale Carnegie Training, License LIVE Online Training
- *Lead Change Effectively* Dale Carnegie Training, License LIVE Online Training
- *Managing Conflict in the Workplace*, Dale Carnegie Training, License LIVE Online Training

**PUBLICATIONS:**

Contributor, *Pack Your Life*, Artpower International Publishing Co., Ltd., May 10, 2010

**PROFESSIONAL GROUPS:**

- American Advertising Federation
- American Marketing Association

