

software

Operating Systems

Macintosh OSX (*preferred*)
Windows 10

Design & Print

Adobe Creative Cloud
- Photoshop
- Illustrator
- InDesign

Web Design

Adobe Creative Cloud
- Dreamweaver
XHTML
CSS

Photography/Video/Audio

Adobe Creative Cloud
- Bridge
- Lightbox
- Premier Pro
- After Effects
Audacity
brightcove.com
youtube.com

Business Apps

WordPress
Keynote
MS Entourage
MS Word
MS Excel
MS PowerPoint
MS Outlook
Adobe Acrobat Pro
Constant Contact
Mail Chimp
HTML Email
Unbounce
Woobox
Facebook
Dropbox

strokes

"*You made us look professional...*"

Joyce Drexler, Co-Founder
Sulky of America

"*...diverse and deeply gifted...*"

Stephen Lee, Owner
Catalyst Faithworks, Catalysts Mktg.

"*...shining star...sheer brilliance...*"

Robert Worley, Founder
The Well, Mktg Communications

snapshot

Thoughtful, original and seasoned in branding, identity, design, conceptual ideas, marketing via print, web and email. Proven ability to generate and develop the *Big Idea*. Keen aptitude for self-teaching new skills when expedient. Exceptional collaborator and team player. Production maniac, especially in a self-directed environment. Accustomed to consistently delivering projects within realistic deadlines and budgets. Intrinsic preference for the supporting role over the spotlight. Passionate about effective communication, relational integrity, traditional craftsmanship, and being outdoors—especially when it involves water.

summary

Sulky of America and Gunold USA | Kennesaw, Georgia

Creative/eCommerce Coordinator | August 2010 to October 2017

- Conceptual development to production of sales & marketing collateral, digital and print advertising
- Layout, file preparation, pre-press for two books authored by Joyce Drexler; \$10,000+ savings to Sulky
- Retail packaging design, product display & Point-of-Purchase graphics for placement in JoAnn Stores, Hancock Fabrics and the Home Shopping Network
- Creative repackaging of embroidery backing sample books resulting in increased product sales for Gunold
- Overhauled 50+ page product catalogs for Gunold USA and Gunold Canada
- Design and production of tradeshow banners, posters, booth furniture, sales and marketing collateral
- Critical role in creation of eCommerce websites, interfacing with developers & eCommerce consultants
- Website maintenance including product and project photography, photo prep, hand coding of HTML and CSS, modal popups for increasing email address list
- Creation of HTML emails using MailChimp, Constant Contact and HTML coding
- Online contest and sweepstakes graphics, Facebook integration, data collection
- Event and product photography, maintenance of product photo library
- Event and studio videography, video editing, maintenance of youtube accounts and online video library
- Conceptual, technical and freehand illustrations including animations

Catalyst Marketing Communications | Kennesaw, Georgia

Lead Art Director | October 2003 to April 2010

- Contributing Lead Art Director in developing branding (all digital and print media) for Catalyst Faithworks and Catalyst Marketing Communications
- Lead Art Director on company's three largest accounts
- Instrumental in growing company's largest subsidiary to \$1 million gross revenue
- Contributed to the development of corporate standard operating procedures for streamlining all projects
- Key contributor to project management software development, catapulting company to national industry leader for providing fund raising communications to non-profit organizations
- Managed one junior designer

scholastics

Bachelor of Science - Cum Laude, Interior Design
Florida State University, Tallahassee, Florida

Associate of Arts, Engineering Design & Drafting Technology
Florida Junior College, Jacksonville, Florida

Continuing Education Courses, CSS2 - Beginning, Intermediate, Advanced
Kennesaw State University, Kennesaw, Georgia