

Design Experience

Lead Designer

NNE Marketing
Arlington, MA

2010 – present

- Conceptualize and implement design for over 100 new online, email and direct mail campaigns for national and local non-profits
- Design concepts to promote brand recognition by taking into account consumer insights, industry trends and best practices
- Design brand-specific letterhead, reply slips, brochures, calendars, inserts, address labels, static cling decals, greeting cards and newsletters
- Implement client edits, perform photo research, process and prepare images and layouts for both print and online and check files against printer specs
- Assemble clean, professional mock campaign packages used in client presentations
- Rebranded agency by redesigning logo and designing/building a new website
- Provide art direction to a team of freelance Creatives
- Procure and manage freelance resources and corresponding project deadlines within a \$40K annual budget

Co-owner / Art Director

Backpacking Engineer
Hudson, MA

2013 – present

- Design website, logo and provide custom blog banners
- Created branding guidelines to ensure brand consistency through all social media outlets (Facebook, Twitter, hiking forums)
- Provide product photography
- Design custom artwork for merchandise - including apparel, decals calendars and books
- Responsible for all social media posts which has lead to over 15,000 page views in the first year of existence, with a retention rate of 23%

Studio Production

Thompson Habib Denison
Lexington, MA

2009 – 2010

- Implemented client edits, performed photo research, processed and prepared images and layouts; checking files against printer specs for 7 non-profit clients
- Assisted with creative and production needs to other designers
- Designed brand-specific letterhead, reply slips, address labels and inserts
- Assembled clean, professional mock campaign packages used in client presentations

Design Experience cont.

Graphic Designer

Lafayette Copier
Lafayette, IN

2007 – 2008

- Conceptualized and designed logos, stationary, trade show banners, forms, wedding invitations, brochures, holiday cards and flyers
- Networked and interacted with local hospitals, businesses and realtors to procure new projects and new revenue streams
- Assisted press operator with finishing, such as trimming and gluing
- Managed printing supply inventory and procurement for print-on-demand projects

Achievements

2012

Gold Awards for FundRaising Excellence
Honorable Mention

Education

Bachelors of Arts: Graphic Design
Becker College, Worcester, MA

Associate of Science: Medical Laboratory Technology
Pennsylvania State University, Hazleton, PA

Skills

InDesign
Illustrator
Photoshop
Bridge
Acrobat

Muse
Dreamweaver
HTML
CSS
Eloqua

Word
Excel
PowerPoint
Outlook

Windows OS
Mac OS