

Objective.

To gain a design position focused on both print and online marketing allowing the utilization of my strong design aesthetic and ability to effectively communicate ones aspirations in a variety of mediums

Skills. *Mac and PC Proficient (CS4)*

Illustrator, Photoshop, Imageready, Indesign, QuarkXpress, Dreamweaver, XHTML, CSS, Flash, Joomla Microsoft Office, Filemaker

Education.

Emmanuel College - Boston, MA
BFA in [Graphic Design](#)

Bunker Hill Community College - Boston, MA
Concentration in [Graphic Design](#)

Achievements.

Graduated from college with the honor of Cum Laude
Member of Phi Theta Kappa Honor Society
Recognized amongst peers for superior English coursework

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Employment.

References Upon Request

Aberdeen Group - Boston, MA **October 08-February 09**

Responsible for implementing content and design updates to corporate research portal using CMS **Joomla** along with the design of micro sites for in house sales teams to promote various corporate online ROI tools for clients world wide

Challenged myself to redesign corporate e-newsletter resulting in a successful creation of a cross e-mail compliant HTML / CSS template for the in house production team that was not only impressively stylish, but easily maintainable

Responsible for the design and deployment of e-mail marketing campaigns that successfully promoted analyst market based research along with the successful promotion of corporate yearly summit events which involved the design of e-mail marketing and online banner campaigns for all corporate affiliates

Effectively created and maintained a corporate stock image library for all in house designers

The Exhibit Source - Newton, MA **June 07-September 08**

Successfully designed and prepared digital graphic files for print including the preparation and application of vinyl lettering and graphics to different structures within client kiosks that were featured across the globe at numerous corporate events for companies and organizations which included Beth Israel, Salary.com, Fidelity, Blue Cross Blue Shield and many more

Responsible for the management of projects from concept to completion by successfully building a healthy business relationship with clients and outside printing vendors involving direct communication and in house meetings with clients regarding goals and aspirations for printed graphics along with direct communication with outside printing vendors regarding digital graphic file preparation guidelines, QC of printed graphics and the management of production timelines in order to meet demanding client target dates

Effectively communicating directly with in house sales teams to meet event show floor requirements including size and height restrictions along with the sales teams ambitions in the most effective ways to display printed graphics within client kiosks including the materials to be used, mood of lighting and any other ideas that could enhance a clients environment

Effectively created and maintained a corporate stock image library for all in house designers

PCS Mailing List Company - Peabody, MA **September 06-June 07**

Responsible for content and design updates to corporate web site along with having the responsibility of maintaining corporate in house marketing material including updating content and enhancing many corporate design elements

Effectively redesigned corporate e-mail marketing templates including the production and scheduling of all e-mail campaigns involving keeping track of statistical analysis of individual e-mail blasts

Freelance Employment.

References Upon Request

Sandra Leigh Photography & Design

www.sandraleighphotos.com

Designed and developed a brand identity including the creation of a company logo along with marketing collateral and stationary materials

Designed and developed fully functional Flash based web site that was essential in promoting client's professional photographs to existing and new clientele

Designed and developed e-mail marketing campaigns to promote the launch of company web site along with providing valuable information to existing and new clientele

Josh London Photography

www.jlondonphotography.com

Designed and developed fully functional Flash based web site that was essential in promoting client's professional photographs to existing and new clientele

Ogilveygifts

www.ogilveygifts.com

Designed and developed HTML/ CSS based web site that incorporated an online shopping cart allowing clientele to purchase products online

TidalWave Inc.

www.twaveinc.com

Designed and developed HTML/ CSS based web site that was very stylish while meeting a strict project budget