

## Computer Skills

### Expert Level

Adobe InDesign, Adobe Photoshop, Macromedia Freehand, Microsoft Word, Microsoft Excel, Microsoft Power Point, Apple and Windows Operating Systems.

### Advanced Level

Adobe Illustrator, Adobe Acrobat, Adobe Dreamweaver and Quark Xpress

### Above Average Level

Macromedia Flash, Adobe PageMaker and other vector, raster, web, audio and video editing programs.

## Work Experience

**2004 - 2009**

**Fresh Encounter, Inc.**

**Findlay, OH**

### Senior Advertising Coordinator : April 2007 – June 2009

- Department head and lead graphic designer; Supervised all staff, design, buying, promotions, projects and materials.
- Wrote copy for radio advertising, in-store messaging, weekly emails, social networking, print, television and other media.
- Facilitated content and design of weekly circular between merchandisers, vendors, designers and printers.
- Responsible for multi-million dollar annual budget for chain grocery stores.
- Responsible for marketing plan and interior/exterior signage for all new and remodeled stores.

### Advertising Coordinator : Aug. 2005 – April 2007

- Implemented and maintained weekly customer email, featuring industry first customer voting coupon system.
- Coordinated media buys, planned remotes and promotions with radio stations.
- Negotiated and planned advertising with over twenty-five different newspapers.
- Planned, bought and designed direct mail advertising campaigns.
- Developed intern program with Bowling Green State University. Hired/supervised interns.

### Advertising / Graphic Artist : Oct. 2004 – August 2005

- Planned and designed long term marketing campaign to brand meat department.
- Redesigned and maintained the company website.
- Maintained and repaired hardware and software on Apple computers.
- Design and layout of bi-monthly company newsletter.
- Collected, revised and converted into digital format internally used forms.
- Designed interior/ exterior signage and logo for new store concepts. Served on annual Charity Golf Tournament committee; designed marketing and signage for event.
- Other duties as assigned, including, but not limited to: design, production and/or obtaining vendor quotes for advertising campaigns, in store signage, bag stuffers, aisle violators, danglers, direct mail, newspaper ads, business cards, various point of purchase materials and photography.

**1998 - 2004**

**BGSU Dining Services**

**Bowling Green, OH**

### Graphic Coordinator : April 2002 – Oct. 2004

- Coordinated Marketing/Graphics department working under the direction of the Assistant Director and indirectly with all department area heads.
- Prioritized work orders and organizes all promotional activities.
- Communicated with printer vendors to obtain quotes and availability.
- Worked with vendors and University Departments to organize promotions.
- Promoted the department with national recognition.
- Redesigned and maintained the Dining Services website.

### Graphics Manager : Nov. 2001 – April 2002

- Hired, directed and evaluated technical skills of interns.
- Filled in for department head during extended medical leave.

### Graphic Intern : March 2001 – Nov. 2001

- Produced all varieties of promotional and printed materials, including table tents, newspaper ads, flyers, menus, brochures, video, signs, slide shows, certificates, designing and decorating for theme dinners and other materials as requested.

**2002 - 2003**                      **BGNews**                                      **Bowling Green, OH**

### Weekly Opinion Columnist

- Wrote weekly column for newspaper.
- Published off syndicated wire in Daily Illini and New York Times Online.

## Other Professional Experience

**2009**                                      **5to1.com**                                      **San Francisco, CA**

### Web Development Tester

- Independent Contractor; tested all facets of website for bugs and usability issues.

**2009**                                      **Flag City Online**                                      **Findlay, OH**

### Guest Lecturer

- Spoke to local businesses on "How to Promote Your Business On Twitter."

**2008 - Present**                      **Commercial Arts Guild**                                      **Findlay, OH**

### Vice President / Founding Member

- Planned, organized and participated in events including guest lecturers and a commercial art show, as well as set direction for this new professional organization.

**2007 - Present**                      **Versatility Training Center**                                      **Brookville, OH**

### Webmaster / Graphic Designer

- Designed logo for all media usage. Designed and maintained website.

**1998 - Present**                      **Iona Miniature Horse Farm**                                      **Clayton, OH**

### Webmaster / Graphic Designer

- Redesigned logo for use in all media. Designed and maintained website.

## Education

**1996 - 2003**                                      **Bowling Green State University**                                      **Bowling Green, OH**

### Bachelors Degree in Visual Communication Technology

- Obtained skills and knowledge in graphic and web design, print production, multimedia production, audio/video recording and production, display building and photography.

## Volunteer Experience

**2009 - Present**                      **Red Cross, Hancock County Chapter**                                      **Findlay, OH**

### Marketing Committee

- Helped plan marketing strategy and fundraising events.
- Designed logos and other marketing materials for Armed Forces Family Support Network and "Night at the Oscars" fundraiser.

**2006 - Present**                      **McComb Community Partnership**                                      **McComb, OH**

### Planning Committee

- Helped plan, organize and obtain sponsorships cookie themed town festival.
- Designed sponsorship brochure as well as cookbook and calendar for sale at festival.

**1996 - 2003**                                      **WFAL, 1610am**                                      **Bowling Green, OH**

### Disc Jockey

## Awards

**2009**                                      **National Grocers Association**

### Creative Choice Award

- Best Grand Opening, Continuity Campaign, Theme or Special Event