

Computer Skills

Expert Level

Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Quark Xpress, Microsoft Word, Microsoft Excel, Microsoft Power Point, Apple and Windows Operating Systems.

Advanced Level

Adobe Acrobat, Adobe Dreamweaver, Adobe Flash, Macromedia Freehand, Microsoft Publisher and other vector, raster, web, audio and video editing programs.

Work Experience

2011 - 2012 **Marbee Printing and Graphic Art** **Findlay, OH**
Graphic Designer

- Designed internal and customer documents.
- Prepared customer documents for offset and digital print.

2004 - 2009 **Fresh Encounter, Inc.** **Findlay, OH**
Senior Advertising Coordinator : 2007 – 2009

- Department head and lead graphic designer; supervised all staff, design, media 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 annual budget for chain grocery stores.
- Responsible for marketing plan, branding and signage for new and remodeled stores.

Advertising Coordinator : 2005 – 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 internship program with BGSU. Hired/supervised interns.

Advertising / Graphic Artist : 2004 –2005

- Planned and designed long term marketing campaigns.
- Redesigned and maintained the company website.
- Other duties as assigned, including graphic design and obtaining vendor quotes for in-store signage, bag stuffers, aisle violators, danglers, direct mail, newspaper ads, business cards, point of purchase signage and other materials.

1998 - 2004 **BGSU Dining Services** **Bowling Green, OH**
Graphic Coordinator : 2002 – 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.
- Promoted the department with national recognition.
- Redesigned and maintained the Dining Services website.

Graphic Manager : 2001 – 2002

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

Graphic Intern : 2001

- Produced all varieties of promotional and printed materials, including newspaper ads, flyers, menus, brochures, signage, slide shows, and other materials as requested.

Other Professional Experience

- 2009-2010** **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 - 2011** **Commercial Arts Guild** **Findlay, OH**
President : 2010 - 2011
Vice President / Founding Member : 2008 - 2010
• Planned, organized and participated in meeting and events including guest lecturers and commercial art show for this professional organization.
- 2010 - Present** **Mid-America Miniature Horse Club** **KY, IN and OH**
2007 - Present **Versatility Training Center** **Brookville, OH**
1998 - Present **Iona Miniature Horse Farm** **Clayton, OH**
Webmaster / Graphic Designer
• Design and maintain websites as well as graphic design on an as needed basis.
- 2002 - 2003** **BGNews** **Bowling Green, OH**
Weekly Opinion Columnist
• Wrote weekly column for newspaper.
• Published off syndicated wire in New York Times Online, Daily Illini and others.

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 / Planning Committee
• Helped plan marketing strategy and events, including fundraisers and armed forces welcome home ceremony.
• Designed logos and other marketing materials for various needs, including Armed Forces Family Support Network and fundraisers.
- 2006 - 2010** **McComb Community Partnership** **McComb, OH**
Planning Committee
• Helped plan, organize and obtain sponsorships cookie themed community festival.
• Designed sponsorship brochure as well as cookbook and calendar for sale at festival.
- 1996 - 2003** **WFAL, 1610am** **Bowling Green, OH**
Disc Jockey

Awards

- 2011** **Hancock County Red Cross**
Service To The Armed Forces - Volunteer of the Year
- 2009** **National Grocers Association**
Creative Choice Award - Best Opening, Continuity Campaign, Theme or Special Event

Certifications

- 2011** **American Red Cross**
Disaster Public Affairs Communications