

Buffie Dobbs

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Professional Summary

Seasoned Creative Director with more than 20 years of entrepreneurial advertising, marketing and business development. Extensive experience with corporate communications design and creative direction for advertising, marketing and business development. My overall experience is extremely versatile in design, with a focus on marketing collateral pieces, brochures, magazine layout, logo design, and other various print materials. Able to work in a fast paced work environment, manage multiple projects with laser focus to detail. Interested in an opportunity that will allow me to utilize my diverse design background and strong communication skills, while maintaining and expanding brand awareness of an organization.

Key Skills

- Exceptional business integrity and work ethic
- Excellent written and verbal communication
- Creative Direction & Graphic Design
- Brand Development
- Event Planning and coordination
- Programs: Adobe Creative Suite: Adobe Photoshop, Adobe Illustrator, Adobe InDesign / QuarkXPress 7.0 / Microsoft: Word, PowerPoint / Adobe Acrobat Pro 10.1
- Website CMS management, WordPress

Professional Experience

Creative & Marketing Director/Partner:

Dobbs Creative Group, LLC

2005 - Present

Design & Creative Responsibilities:

- Responsible for repositioning and repackaging a variety of businesses and brands
Projects include: logo design, brochures, magazine layout, posters, billboards, print ads, self-mailers, marketing collateral materials, booklets, kiosk display signs
- Lead designer for creative from inception to deployment

Management Responsibilities

- Fostering and maintaining strong business relations with clients through effective communications and delivering on expectations
- Successfully maintaining positive team atmosphere in a fast paced environment
- Develop and expand network of dependable service partners needed to handle increased and varying workload

Marketing & Business Development Coordinator:

Biondo Investment Advisors

2017 – July 2, 2020

Design, Marketing & Product Support Responsibilities:

- Creates presentations, brochures, and other materials to support the sales effort.
- Maintains the company website and updates monthly to coordinate with on-going campaigns.
- Presents marketing strategies and monthly campaign ideas to sales team to support sales initiatives.
- Manages the firm's social media platforms and proactively develops and implements monthly campaigns through the approved social media platforms.
- Works with vendors and manages media buys for ad placements as needed.
- Prepares communications for Compliance Officer's review.
- Designs and manages quarterly newsletter process and monthly educational newsletter.
- Maintains marketing/sales data.
- Lead designer for creative from inception to deployment.

Business Development/Event Planning/Client Support Responsibilities:

- Coordinates and plans trades show or other events and presentations, when needed.
- Researches and reports regularly on activity/opportunities arising as a result of investment publications, Internet sites, social media and other resources.
- Coordinates and directs client touch base out of Hanlon Financial program.

- Maintains and utilizes constant contact for emailing information.
- Organizes and manages all client and firm events, along with educational seminars and special prospect events.

Creative Director & Marketing Manager:

Eastern Propane Corporation

2014 - 2016

Design & Creative Responsibilities:

- Manage and update the Eastern Propane brand development within the community
- Design marketing creative materials for community, customer and builder relations, including:
 - Advertising materials for print & digital media and Constant Contact newsletters for builders
- Work with printers & outside vendors for production of marketing materials & promotional items

Management Responsibilities:

- Develop marketing strategies with Marketing Committee
- Work with Marketing Committee on development of customer, builder & community relations
- Development of customer e-mail gathering campaign
- Handle advertising buys for print & online media
- Work with Sponsorship coordinator on all sponsorships & events

CEO's Executive Communications Director:

- Community relations and committee engagement
- Cross functional project management
- Brand and Community relations
- Develop all press releases along with all internal and external presentation drafting

Creative Manager & Graphic Designer:

KRAFT Foods Creative Services (contract work)

2001 - 2005

Designer for KRAFT Foods International Marketing Team

- Traveled overseas with International Marketing Team to provide on-site design for new product testing

Off-site Design for KRAFT Foods Marketing

- Meet with clients for new projects & create estimates
- Design creative for clients from concept to completion
- Projects include: logo development, new product concept boards, internal marketing collateral materials

Freelance Associate Creative Manager

- Manage workflow from start to finish of KRAFT Foods Creative Design requests
- Meet with clients for new projects & create estimates
- Manage freelance designers and maintained workflow

Freelance

Freelance & Contract work

1995 – 1996

- **Nabisco Brands, East Hanover, NJ:** In-house creative services/Graphic Designer
- **American Payroll Association, New York, NY:** In-house art department/Graphic Designer
- **Nabisco Brands, East Hanover, NJ:** Corporate Head Quarters in-house art department/Graphic Designer
- **Bernard Hodes Advertising, New York, NY:** Corporate Office/Graphic Designer

Accolades & Associations:

2003 - 2018 Sussex County Chamber of Commerce – Executive Committee, Vice Chair and Award member

2013 - 2016 Boy Scouts of America, North Star Award

2006 - (P) Board Member: Newton Medical Center Foundation Board

Education

Pratt Institute, Brooklyn, NY

BFA Graphic Design, Presidents List