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<https://willtherebecoffee.com/>

objective

With a demonstrated successful history in the design field, I am looking for a creative position that will benefit from my well-rounded arts experience and strong conceptual skills while nurturing my commitment to continual learning and growth.

skills

First-rate Problem-solver	Proficient on MacOS & PC	Facebook, Instagram, LinkedIn	Branding
Creative-thinker	Adobe Creative Suite: InDesign,	Google Ads / Google Analytics Certified	Logo Design
Open-minded	Illustrator, PhotoShop,	Customer Relationship Management	Collateral Material
Highly Adaptable	Camera Raw, PremierPro	Microsoft Word, Excel, PowerPoint	Package Design
Positive Team Member	Constant Contact, Mail2,	Keynote, Canva	Copywriting
Eternal Optimist	WordFly, WordPress	Photography, Photo & Video Editing	
	Hootsuite, Monday.com	Museum Exhibition Design	

experience

3 YEARS: 2020-23 Marketing & Creative Director · Arts Bonita, Bonita Springs, FL

My core competencies include creative direction, social media management, direct marketing, CRM data analysis, creative executions for email campaigns, print, digital, and multimedia platforms, budget allocation, media buying, copywriting, PR distribution, photography, and more.

12 YEARS: 2008-20 Senior Graphic Artist / Photographer · Artis—Naples · Naples, FL

—Position eliminated due to pandemic

Partnered with creative director to determine stylistic and artistic direction of advertising campaigns. Strategized with the marketing team to guide emphasis of materials. Provided art-direction and support to other designers. Upgraded and implemented hardware and software for creative services team. Project liaison for colleagues and external vendors to establish clean creative concepts consistent with the corporate brand identity. Built and managed social media and digital media campaigns. Created annual report to the community video compilation of upcoming season events. Managed photography and videography needs, including in-house photography, editing photos and videos.

10 YEARS: 1998-2008: Senior Art Director / Production Director · Image Marketing Associates · Bonita Springs, FL

Directed creative team to achieve successful marketing strategies and designs for a variety of clients. Presented advertising campaigns to sales staff and clients. Directed and edited photography and video. Conceived and executed printed advertisements including newspaper and magazine ads, direct-mail pieces, perfect bound and stitched books. Created online marketing campaigns and website design. Conducted press checks on complex materials. Responsible for production management for the organization, including tracking billable hours for each assignment.

2 YEARS: Graphic Artist · Adams Marketing & Advertising · Mount Dora, FL

Helped develop designs for small, powerful advertising studio with large regional and international clientele. Projects included television, radio, newspaper, magazine ads and story board illustration for presentation.

3 YEARS: Graphic Artist / Prepress Technician · Bryant Printing · Kalamazoo, MI

Designed successful collateral materials for clients including brochures, posters, invitations, and specialty items. Promoted Bryant Printing via community event sponsorship, print and online advertising. Completed market research, collection and analysis of survey data to steer future advertising efforts.

education

Western Michigan University, Completed Fine Art Courses
Kalamazoo Valley Community College, Completed Photography Courses
Kalamazoo Institute of Art, Completed Fine Art Courses