

ROSEMARY HICKS

DIGITAL MARKETER & GRAPHIC DESIGNER

CONTACT

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PROFILE

As a Digital Marketer and Graphic Designer with over 20 years of experience, I use my expertise to engage potential customers, generate leads, and increase brand visibility in an appealing and effective manner. I dedicate myself to staying abreast of current trends in the digital and online realms while staying true to the brand and delivering tangible results.

SKILLS

Google
Zillow
CRM (LASSO)
Social Media
Wireframing
HTML5
508C
B2B
Email Marketing
Digital Marketing
Adobe Creative Cloud
Microsoft Office
Content Management Systems
Content creation
Analytics
Communication
Creativity
Strategic Thinking
UX

EDUCATION

Virginia Commonwealth
University
2002-2007
BS Mass Communications,
Creative Advertising

EXPERIENCE

Senior Digital Marketer & Graphic Designer

Main Street Homes

2015-Current

Serves as the organization's graphic design and digital marketing expert. Working directly on the company's website (www.GoMSH.com), ensuring it stays current, beautiful, and compliant. Collaborates with outside vendors on large format graphic creation, and other collaterals. Design and Deploy email Marketing, including drip campaigns. Edit photos and videos for the company's website, large format printing, brochures and social media. Assist in creating descriptions for communities and floor plans. Aid in event logistics to include A/V assistance. Expert level in the complete Adobe Suite of Programs, Microsoft Office, MailChimp, Constant Contact, LASSO, SEO, HTML5, CSS, Zillow, XML Feeds, CRM, and Content Creation.

Graphic Designer

Health Diagnostic Laboratory (HDL Inc.)

2015-2016

During my time as the Graphic Designer at the organization, I was in charge of updating all printed materials, creating graphics for the website, UX design, logo design, and photo manipulation. I am proficient in using the complete Adobe Suite of Programs as well as Microsoft Office. Additionally, I edited and updated

Community College
Workforce Alliance (John
Tyler Community College)
2008 – 2008
Dreamweaver Level II course
1.2 Units

Community College
Workforce Alliance (John
Tyler Community College)
2009 – 2009
Introduction to Flash 8
2.4 Units

J. Sargeant Reynolds
Community College
2009-2009
Web Page Design II
4.0 Credits

copy for brochures designed for both print and
interactive use.

Visual Information Specialist
Virginia Health Quality Center (VHQC)

2012-2015

I worked as the Graphic Designer and Desktop Publisher for the organization. My responsibilities included updating all of VHQC's online entities (www.vhqc.org, www.vhitrec.org), producing and reviewing all visual communications for VHQC both online and in print, and managing the publication production process, including overseeing creative services vendors. I used the entire Adobe Creative Cloud Suite of Programs as well as Microsoft Office.

Multimedia Specialist
Virginia Institute of Marine Science

2011-2012

I am responsible for creating multimedia products for the Virginia Institute of Marine Science (VIMS), as well as ensuring that the software supporting VIMS' online presence is up-to-date and functioning properly. I assist Publications Center staff in producing printed publications, including booklets, brochures, and posters using Adobe CS5. In addition, I videotape and photograph events using a Canon DSLR, lighting equipment, and Sony video camera. I also edit captured footage and upload it to our institution's YouTube, Facebook, and public website using Adobe Premiere and Photoshop.

J. Sargeant Reynolds Community College
Media Specialist II (Graphic Designer/Photographer)

2008-2011

Design marketing materials for the college (to include the college catalog, student registration packet, and the College's Emerge Magazine), update website as requested by Webmaster, update facebook site, photograph events, help plan events, videotape events, edit video, work with Marketing & Public Relations team, take unique photos for college marketing materials, answer phones and maintain professional correspondence with printers and colleagues.