

[Summary]

Bright, energetic individual interested in a graphic design or marketing position that will be challenging as well as rewarding.

[Experience]

MLBB APPAREL / MY LIL' BINKY BABY - PEARL RIVER, NY

2006 - Present

Owner

- Responsible for the day-to-day operation of the business which includes tracking company finances, ordering inventory and supplies, invoicing clients, creating order forms, inputting orders, packaging and shipping.
- Work with clients to design logos and graphics that fit their custom apparel needs.
- Research apparel and decorating techniques that work best for each project and provide clients with quotes.
- Lay out graphic designs to be cut, weeded and applied to garments and accessories.
- Work closely with outside vendors for apparel and design needs as well as outsourcing projects.
- Attend trade shows to stay up-to-date with the latest garment decorating trends and technology.
- Maintain social media and company websites: www.mlbbapparel.com, Facebook @mylilbinkybaby, Instagram @mlbb_apparel

EXPOTV / GEN.VIDEO - NEW YORK, NY

2008 - 2019

Freelance Graphic Designer

- Responsible for creating and producing print collateral such as: business cards, one sheets, flyers and trade show booth graphics.
- Created graphic ads for Facebook and email blasts.
- Developed corporate PowerPoint presentations from concept to final execution.

COURT TV - NEW YORK, NY

2004 - 2006

Graphic Designer

- Responsible for creating and producing print collateral such as: one sheets, posters, flyers, invitations, postcards, premiums, logos, CDs, brochures, envelopes and labels.
- Created logos for upcoming program and network initiatives.
- Developed corporate PowerPoint presentations from concept to final execution.
- Assisted in the update of all company materials during corporate rebrand.

Ad Sales Marketing Coordinator

2002 - 2004

- Acted as the liaison between the marketing and ad sales departments.
- Created and updated ad sales one sheets and presentations.
- Helped in the planning and execution of ad sales promotions, mailings, premiums and collateral material.
- Worked closely with the print design department to fulfill ad sales requests.
- Coordinated and wrote copy for trade ads in Cynthia Turner Synopsis.

LIFETIME TELEVISION - NEW YORK, NY

2000 - 2002

Regional Coordinator, Distribution and Field Marketing

- Organized and attended trade show events for the Eastern Region.
- Provided programming, campaign and material updates to the Vice President, Regional Managers and Regional Directors.
- Responsible for the payment of all invoices and tracking of the department budget.
- Fulfilled affiliate requests for programming information, premiums, marketing and local ad sales materials.
- Handled system launches for Lifetime, Lifetime Movie Network and Lifetime Real Women.
- Interviewed possible candidates for available positions.

HILL, HOLLIDAY - NEW YORK, NY**1999 - 2000****Assistant Media Planner**

- Assisted with the daily activities on Omnipoint, PricewaterhouseCoopers and Salomon Smith Barney.
- Met with advertising representatives of newspapers, magazines and out-of-home companies to discuss client needs.
- Responsible for inputting insertion orders and reserving space in publications.
- Handled billing discrepancies on a monthly basis.

WSYT - FOX 68 - SYRACUSE, NY**Summer 1998****Intern, Production Department**

- Worked with producers on commercials, promotional shoots and editing sessions.
- Assisted the crew on shows produced in the studio and out on location.
- Maintained commercial and promotional databases.
- Created a news promo as an independent project.

SPRINT PCS - MAHWAH, NJ**1997 - 1998****Intern, Network Design Department**

- Compiled and maintained databases for over 500 cell site locations in the New York Metro Area.
- Compiled daily reports to show tracking and construction status of cell sites within the Metro Area.
- Assisted in the system wide upgrade to increase user capacity in the New York City Area.

WTOP - CAMPUS TV STATION - OSWEGO, NY**1995 - 1996****Audio Technician/Camera Operator**

- Operated the audio board for sports program, *Locker Room*.
- Camera operation for news broadcasts.

[Education]

State University of New York College at Oswego
Bachelor of Science, May 1999
Major: Broadcasting
Minor: Business Administration

The New School / Parsons, 2002
Graphic Design Certificate

[Affiliations]

Alpha Epsilon Phi Sorority
Oswego Women's Lacrosse Alumini

[Portfolio]

www.christinerobertsdesigns.com

[Software Skills]

Adobe Photoshop	Microsoft Word
Adobe Illustrator	Microsoft Excel
Adobe InDesign	Microsoft PowerPoint
QuarkXPress	

[Achievements]

Lifetime Television 2001 Above & Beyond Award
Dean's List - Fall 1995, Spring 1996, Fall 1997
All Academic Athletic Team - Spring 1996

[References]

Available upon request.