

CHRISTA KANTNER

SENIOR GRAPHIC DESIGNER | WRITER

(419) 208-4887

christa@cbkgraphicdesign.com

PORTFOLIO: <https://cbkgraphicdesign.com>

25+ Combined Years of Graphic Design and Executive-level Marketing; Promoting Freelance Design

PROFESSIONAL SUMMARY

Accomplished senior graphic designer and writer with a passion for art and visual storytelling. Highly creative and versatile with a natural ability to plan, analyze and create **visual solutions** to enhance profitability of local and national business. Broad marketing experience developing pioneering brands and promoting products and services for companies in a variety of industries from medical to sports. Worked with renowned national firms, such as Ryder Systems, American Express, Lens Express, UCLA, Summit Technologies, Better Business Bureau and Cleveland Clinic. Forward-thinking with a natural ability for innovative ideas, fresh writing and leading-edge creative design. Excels in taking abstract ideas and creating effective and eye-catching design to **inspire, inform and captivate consumers**. Developed skill set to work closely with c-level leadership regarding company objectives and growth strategies. Quick to grasp the bigger picture. Highly driven with a track record of success to **take business to the next level** as a hands-on creative force and influential communicator in traditional and digital marketing.

DESIGN SKILLS

BRANDING & IDENTITY

Logos • Business Cards • Letterhead • Corporate Folder • Media Kit

PRINT GRAPHIC & PROMOTIONAL MATERIALS

Brochures • Rack Cards • Booklets • Infographics • Flyers • Promo Videos
Coupons • Posters • Retractable Banners • POP Displays • Signage
Direct Mail • Billboards • T-shirts • Print Ads • Advertorials • Calendars

WEBSITE & USER INTERFACE

Social Media Graphics • Digital Banners • Template Website Design
Landing Pages • Email Marketing • Website Graphic Design Elements

WRITING

Television Programming and Commercial Script Writing • Copywriting •
Articles • Ghost Writing • Press Releases

OTHER

CD/DVD Jackets • Book Covers • Image Manipulation • Typography
Technical Design



PROFICIENCIES

Photoshop



Illustrator



MS Office Suite



Promo Video



EDUCATION

Bachelor of Science Degree
University of Miami, Coral Gables, FL
Major: Computer Science
Minor: Mathematics

MEMBERSHIPS

National Association of
Professional Women

SOCIAL



<https://www.linkedin.com/in/ChristaKantner/>

WORK HISTORY

2017 - present: **Owner/Senior Graphic Designer - CBK Graphic Design**, a freelance graphic design services company in Toledo, Ohio.
Marketing Director - Cole Link Foundation, a nonprofit organization in Tarpon Springs, Florida. Website design, graphic design, branding, copywriting and content writing.

PREVIOUS EXPERIENCE

- 2012 - 2017: **Vice President Marketing & Design - Fairwood Health and Body Transition**, Toledo, Ohio and Club Reduce Florida, Tarpon Springs, Florida, chiropractic and natural weight loss centers. Created and designed all print ads, advertorials, signage, social media marketing, website template design, press releases and copywriting.
- 2001 - 2008: **Vice President Business Development & Marketing - MDTV Medical News Now, Inc.**, a medical television news series and its subsidiary, **Better Business News Journal**, a consumer help television news series in Boonton, New Jersey, syndicated to 58 television stations in 35 markets, reaching over 25 million viewers. Wrote television show scripts, commercials, physician client ghost writing and designed over-the-shoulder graphics for news segments. Increased client seminar attendance by 300% by using third-party endorsement leadership positioning resulting in increased public awareness and a record number of seminar patient leads for one of the largest cardiac hospitals in Florida.
- 1993 - 1998: **National Marketing Director - Summit Technology, Inc.**, manufacturer of the Excimer Laser for LASIK and its subsidiary, **Refractive Centers International, Inc.**, in Waltham, Massachusetts. Managed a \$10 million annual national budget. Designed and implemented a successful direct mail campaign to break new ground for LASIK, a surgical vision correction procedure. This national rollout, of over one million pieces per quarter, built multimillion-dollar revenues for the university-based chain of Laser Vision Centers, including UCLA, Stanford, George Washington University, Rush Eye Laser Centers and the Cleveland Clinic. These efforts, with breakthrough response rates, generated a record number of new patients leading to significant market share gains, which directly contributed to the acquisition of Refractive Centers International, Inc. by LCA Vision.
- 1990 - 1992: **U.S. Marketing Services Manager - Lectronic Kaddy, Corporation**, a remote-controlled golf bag and accessories manufacturer and retailer in Mississauga, Ontario. Managed 6 office staff members and 32 regional sales managers. Initiated and developed the company's first telemarketing department, providing hands-on training to telemarketing personnel. By the end of the first year, telemarketing efforts were responsible for 80 percent of U.S. sales. This unprecedented success led to company plans to open telemarketing departments in the Canadian headquarters and European branch offices. Researched and executed the first national trade show event for the U.S. branch, resulting in the company's most productive lead-generating marketing campaign. Subsequent company sales launched this newly formed branch into a leadership position with multimillion-dollar revenues within two years.
- 1987 - 1990: **Senior Account Manager - Strategic Marketing Systems**, a marketing and data services company in Hollywood, Florida. Managed a variety of projects for over 50 accounts, including Fortune 500 clients such as American Express Platinum and Siemens. Supervised client retention, personalized financial statements, lead generating direct mail, copyediting, telemarketing, printing, high-security data handling and mailroom job processing. Promoted to an exclusive management position handling Ryder System, Inc., one of the largest accounts in the company. Within the first year, led a cross-functional programming team to create Ryder's first nationwide vehicle-tracking system.