







Outstanding design skills, critical thinking, attention to detail and an ability to balance multiple projects enable this award-winning professional with 30 years of experience in graphic design, marketing and public relations to develop compelling communication solutions utilizing print, digital and mass media strategies. Possessing highly effective communications skills and an ability to develop strong relationships, this motivated team member is looking to secure a position that invites creative collaboration in meeting organizational/client goals.

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## PLATFORMS

-  Mac OS
-  Microsoft Windows

## SOFTWARE

-  **Adobe Creative Suite**  
InDesign  
Photoshop  
Illustrator
-  **Figma**
-  **Microsoft Office**  
Excel  
Outlook  
PowerPoint  
SharePoint  
Word
-  **Hubspot**  
CRM  
Email Design/Distribution

## Jotform

## Air

## ADDITIONAL SKILLS

- Print Production**  
Offset Printing  
Digital Printing  
*Canon ImagePress C750*
- Digital Photography**
- Logo Development**
- Copywriting/Editing**
- Wayfinding**
- Event Planning**

## EXPERIENCE

2023-Present

### Creative Lead

**R360 Global** • Remote

- Create all promotional and informational materials — digital and print — for member trips, events, programing, and engagement opportunities
- Serve as internal creative resource and brand manager
- Manage organization wide communications calendar
- Design and distribute member email communication
- Develop presentation decks for member engagement, internal and external meetings, and speaking engagements by Executive Team
- Assist with website management

2014-2022

### Director of Marketing

Previously: Creative Director

**College of The Albemarle** • Elizabeth City, North Carolina

- Designed and produced all print and digital assets
- Served as internal creative resource and brand manager
- Designed and managed direct mail student recruitment and re-enrollment campaigns
- Produced printed materials for both external and internal audiences utilizing high-volume digital press and ancillary equipment
- Directed all aspects of projects produced externally, including quote procurement, providing print ready files, and proof approval
- Collaborated with external partner on annual digital engagement plan
- Served a college photographer and managed all photographic resources
- Led college through complete rebranding

2002-2014

### Director of Marketing and Public Relations

Previously: Marketing Manager • Creative Manager

**Albemarle Health** • Elizabeth City, North Carolina

- Designed all publications, marketing materials, and advertisements
- Served as internal creative resource for internal customers
- Planned and produced marketing campaigns
- Coordinated activities of external marketing agency including strategic planning, multimedia advertising, website and social media

1991-2002

### Creative Coordinator

**Southern Regional Health System** • Riverdale, Georgia

- Planned and produced external and internal marketing campaigns
- Served as internal creative resource and art directed photography
- Coordinated activities of external marketing agency

## EDUCATION

1986-1990

### Bachelor of Fine Arts with Honors with Distinction in Humanities

Graphic Design Major • GPA 3.74

**University of the Arts** • Philadelphia, Pennsylvania