

## PROFESSIONAL SUMMARY

Graphic Designer who expertly researches and develops brand designs and marketing concepts focused on current trends and data analytics while also providing tech-savvy insight to creative messaging and image use for print and virtual/digital assets.

Broad industry experience including family entertainment, real estate campaign management, fundraising, salon and spa services, general contracting promotions and always eager to learn new industries to provide excellent campaign designs, messaging and processing.

## SKILLS

- Advanced graphic design skills
- Visual communication principles expert
- Innovative brand development
- Electronic data process marketing
- Proficient in Adobe CS software
- Proven successful campaign manager
- Excellent communication skills
- Brand and asset management
- Online resource coordinator
- Multiple platform social media studies

## WORK HISTORY

**Office Admin/Communications Manager** • Stebbins Plumbing & Heating  
West Carrollton, OH • March 2017 to Current (part-time)

- Assist in processing dispatch requests, scheduling, invoicing, payables, payroll and general office/clerical requirements for the daily/monthly/annual processes.
- Manage the aging report and communications to customers for payment scheduling, planning and collection.
- Resource all advertising/media needs and community connection programs for the facilitation of brand recognition and maintain contractor relationships.

\*\*\* this opportunity will always be afforded to me, but I am seeking a role that will allow new learning opportunities and more hours (pay/benefits)

**Marketing Strategist/Designer** • & then some... (formerly Concepts & Designs)  
Miamisburg, OH • January 1990 to Current

- Current [independent] contractor role providing marketing and media consulting with graphic design services and Internet development/project management (website and social media).
- Interactive marketing process training for small businesses ranging from commercial contracting organizations and service providers in entertainment, salon/spa services and restaurant venues. Offerings are not limited to any specific genre of service although most lean to B2C forms of communication and graphic/product needs.
- Assist in various marketing project details with document designs and elevated messaging for effective business objectives.

\*\*\* seeking an organization to mutually benefit from my experience and long-term career goals to better our futures together \*\*\*

**Director of Marketing** • CommSys, Inc

Moraine, OH • January 2012 to April 2016

- Implemented brand refinement for visual communications and event logistics for sales connection and lead generation strategies focused on positioning the business for aggressive growth initiatives.
- Targeted both offline and online client and prospect campaigns by designing multi-pronged marketing strategies with a variety of communication tools for technical support, product launch, expansion programs and conference/expo engagement.
- Created effective high impact messaging using text, graphics and a variety of marketing collateral via print and electronic delivery.

## WORK HISTORY

### **Director of Marketing** • *CommSys, Inc* (continued)

Moraine, OH • January 2012 to April 2016

- Cultivated and managed partnerships with industry organizations and businesses to secure third party promotions with key clients, vendors and industry leaders.
- Led account management, strategy, targeting and campaign development for divisional growth.
- Entered and assigned new leads using the custom edited Sugar CRM tool for mailing and messaging connection with tracking.
- Wrote press releases and media advisories for product enhancement releases, event announcements and general public relations efforts.
- Created, reviewed and edited blog posts to guarantee high content quality.
- Compared existing marketing expenses against established budgets and resourced suppliers accordingly.
- Worked closely with end-users to identify their needs and challenges and provide solutions-oriented training and messaging modules.
- Managed project deadlines and monitored milestones through completion stage.

\*\*\* [personally] sunset the position to open budgeting for a COO role as a new hire for managing aggressive business growth ... currently provide on-going brand management with collateral support and conference logistics needs as a contractor \*\*\*

### **Director of Marketing** • *WorkflowOne*

Dayton, OH • March 2010 to December 2011

- Led initiative to create the Integrated Marketing Solution offering the company had been brokering through previous employer. Joined the WFO team with the blessing of the owners/leaders at Prime and continued the existing partnership during the internal preparations for the new WFO division.
- Provided communications and creative development for direct engagement efforts through a variety of marketing solutions and services for all divisions of WFO. Led data driven 1to1 communications, direct mail, social media, and digital asset applications to promote the transactional workload, digital print production, online portal asset and marketing management tools - with data and event management.
- Coordinated with internal business divisions, agency partners and local vendors to guarantee on time, cost-effective delivery of all marketing communications materials.
- Worked closely with internal business divisions to identify their needs and challenges and provide project development through the digital team in Dallas to promote all avenues of business growth.
- Proofed and approved production and printing of promotional materials.

\*\*\* role was short lived due to company's investment firm decision to cease the digital program development and sell-off several business divisions associated to the initiative \*\*\*

### **Director of Marketing** • *Prime (marketing services and print provider)*

Centerville, OH • December 2003 to February 2010

- Led initiative to create an Integrated Marketing Solution offering to promote Prime business and offer as a broker solution for partner businesses, and clients with both B2B and B2C initiatives.

## WORK HISTORY

### **Director of Marketing** • *Prime* (continued)

Centerville, OH • December 2003 to February 2010

- Provided communications and creative development for direct engagement efforts through a variety of marketing solutions and services for Prime.
- Led data driven 1to1 communications, direct mail, social media, and digital asset applications to promote the communication service, graphic design offering, digital print production, online portal asset and marketing management tools - with data and event management.
- Coordinated with each internal department and production agency partners to guarantee on time, cost-effective delivery of all marketing communications materials.
- Worked closely with upper management, sales staff, design team and production to identify client solution requirements and plan projects from concept to order entry through delivery and post campaign report management.

\*\*\* role was transitioned to existing internal team members to allow for a supported transition to work as a direct hire with a long-standing Prime client: WorkflowOne \*\*\*

## ADDITIONAL EXPERIENCE

### **Director of Sales/Marketing** • *Logan Studios*

Dayton, OH • June 2000 to November 2003

### **Sales/Marketing Manager** • *Lorenz Corp/CSA, Inc*

Dayton, OH • March 1995 to May 2000

### **Program Coordinator** • *Rollandia Golf Center/Magical Castle*

Dayton, OH • March 1992 to February 1995

### **Program Coordinator** • *City of Xenia ~ Parks & Recreation*

Xenia, OH • November 1988 to July 1995

### **Department Lead/Management Trainer** • *Warehouse Paint Center*

Xenia, OH • April 1984 to October 1988

## EDUCATION

Graphic Communications certificate program • *Antonelli College*  
Cincinnati, OH

Child Development and social course work in special needs • *Indiana University - Purdue University Indianapolis* Indianapolis, IN

General Business course work and design/programming • *Sinclair Community College* Dayton, OH

## REFERENCES

Testimonials, reference contacts and letters of recommendation upon request (please access public view notices on my LinkedIn Profile thank you)

## INTERESTS

Philanthropic Notes: Volunteer services for community activities in and around South Dayton, fundraising coordinator and facilitator for a variety of local/family-based needs, founding development team member for special education needs with Crossroads of America BSA

## ACCOMPLISHMENTS

The ADDY® Awards is the advertising industry's largest and most representative competition, attracting over 50,000 entries every year in local ADDY® competitions.

- Hermes Bronze ADDY® Award : 2010 ~ Mixed media campaign
- Hermes Silver ADDY® Award : 2010 ~ Mixed media campaign
- Hermes Gold (and Head) ADDY® Award : 2010 ~ Mixed media campaign