

## **NAME**

7332 Plum Drive • City, ST Zip  
800-555-1212 • [email@charter.net](mailto:email@charter.net)

## **GRAPHIC DESIGNER**

### **Marketing • Advertising • Product Development**

Visionary marketing expert with +17 years developing results-oriented promotions, information-driven communications, branding and general advertisements. Highly-skilled creator of awareness-generating marketing programs to business-oriented objectives. Track record of highly successful directory advertising, brochures, direct mail, convention material, e-mail headers and animated web banners. Seasoned in local and national account development, able to uncover and capitalize upon unique selling points of diverse products/services.

## **PROFESSIONAL EXPERIENCE**

### **COMPANY MARKETING, CITY ST • 2005-2009**

Largest local search marketing agency, offering online/offline and mobile advertising solutions to top national brands including nearly a hundred Fortune 500 companies.

#### **Senior Graphic Designer**

Co-led consumer focus groups to garner data and analyze public response to targeted campaigns. Collaborated with specialized 3<sup>rd</sup> party vendors on special projects. Supervised proofs for printers. Leveraged cutting edge marketing techniques to generate buzz, business awareness and superior branding. Produced brochures and mailers customized to demographics. Led in-depth research of clients' products and services to understand need creation, uniqueness and optimal advertising methods that would yield the quickest results. Spearheaded designs from concept to print, ensuring schedule and budget were met. Championed expert design of Yellow Pages ads, convention material and graphics for e-mail headers and web sites.

#### **Notable Highlights**

- Re-vitalized branding, photos, headlines and company art for a highly profitable account with US Cellular.
- Collaborated with Bank of America to capture homebuyers with targeted ads.
- Saved a high profile account with Marvin Windows from trying competitors. Created a 4-color brochure, convention posters, ads and brochures, exceeding client expectations.
- Increased awareness via product /service promotions with United Van Lines, Mayflower Van Lines, Wells Fargo Bank, Primrose Schools, Rainsoft, Morgan Portable Buildings and Speedy Cash.
- Earned the Silver Award from the Yellow Pages Integrated Media Association and several company Gold Awards for outstanding business achievements and artistic creativity.

### **COMPANY, City, ST • 1996-2005**

Largest independent firm focusing on recruitment advertising and communications, providing first-in-class strategies and solutions for top tier clientele.

#### **Graphic Designer**

Recruited to serve as a key member of Creative Services within the National Yellow Pages Ad Agency. Worked with vendors for Press check. Used online resources to review both existing and potential clients. Managed the Monster.com account, producing creative, high results collateral and promotions for multiple events and conventions throughout the US. Led high impact presentations of marketing campaigns to top clients, partnering to approve or edit messaging.

#### **Notable Highlights**

- Landed Stevens Worldwide, Monster.com and The Maids utilizing cutting edge marketing techniques.
- Designed Yellow Pages advertising, branding, marketing efforts and collateral for top national accounts.
- Authored attention-grabbing e-mail headers, home page designs, posters and sales materials.
- Utilized newspaper ads for a required rapid turnaround time for a national recruitment.

**Career Note:** Additional experience as **Graphic Designer**, COMPANY/General Directories Advertising Services • 1994-1996. **Graphic Designer**, GTE Directories • 1992-1994. Details furnished upon request.

### **EDUCATION**

**Associate of Arts** ~ Graphic Design  
Oklahoma State Tech, Okmulgee, Oklahoma

### **TECHNICAL SKILLS**

Adobe Suite Series CS2-CS4, InDesign, Illustrator, Photoshop, Quark Xpress, Acrobat, Image Ready