

## SUMMARY OF QUALIFICATIONS

Experienced professional accustomed to working in a fast-paced, creative environment. Adept at developing comprehensive brands and product marketing strategies across print, web and POP channels. Possesses excellent communication and listening skills, outstanding work ethic, initiative, attention to detail and understanding of broad picture goals. Expertise in graphic design, branding/corporate identity and print.

## EMPLOYMENT

Lead Designer, Hume Lake Christian Camps, 2/98 - 7/01

Responsible for creation and production of all brochures, posters, banners, apparel, stickers, flyers and website development.

Design Director, Hume Lake, 7/01 - 1/07

Complete design direction for branding, print collateral, all promotional and marketing, apparel and web design for Hume Lake Christian Camps. Managed department of 4 employees, assets and budgets.

Freelance Designer, 1/02 - Present

Graphic design, strategic marketing, printed collateral, promotions and corporate identity for various clients.

## SKILLS

- 10+ Years design experience
- 6+ years of hiring, training and supervising designers, illustrators, photographers, writers and webmasters
- Developed marketing and promotional strategies to stay in step with business growth from \$6 Million in 1998 to \$17 million in 2007
- Improved apparel merchandising (quality/quantity), increasing sales 30% and 80% in junior high and high school markets (1999 to 2006)
- Shared management of over \$150,000 in assets and budgets.
- Expert Adobe Creative Suite user (Photoshop, Illustrator, Bridge, InDesign), Macintosh Platform. Proficient in QuarkXPress, Corel Painter, MS Word, Excel, PowerPoint, Entourage, Outlook
- Passion for pop-culture, entertainment, video, online, gaming, movies, TV, art, design, fashion
- Maintains solid understanding of design trends, marketing principles, cultural and generational issues, technologies and opportunities in design, promotion and online communication
- Strong understanding and execution mastery of typography, layout and imagery
- Excellent interpersonal, verbal communication, and presentation skills
- Adept conceptual, strategic, creative, design and presentation skills

## EDUCATION

University of Oregon 1998

Bachelor of Arts - English Literature / Dean's List / Minor in Architecture

## REFERENCES

References available upon request

## CONTACT

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