
AT-A-GLANCE



Passionate about results and keeping brands strong through powerful marketing design. Creator of effective direct mail, B2B communications, merchandising, emails, and internet advertisements.

DESIGN SKILLS

Adobe InDesign	●●●●●●●●●●
Adobe Illustrator	●●●●●●●●●●
Adobe Photoshop	●●●●●●●●●○
Adobe Acrobat	●●●●●●●●●○
Adobe Dreamweaver	●●●●●○○○○○
Microsoft Word	●●●●●●●●○○
Microsoft Excel	●●●●●○○○○○
Microsoft PowerPoint	●●●●●●●●●○

EDUCATION

- M.F.A. in Printmaking
Cranbrook Academy of Art, Bloomfield Hills, MI
- B.A. in Art History
Mount Holyoke College, South Hadley, MA

PERSONAL SKILLS

Proactive & goal-oriented	●●●●●●●●●●
Team player with integrity	●●●●●●●●●●
Communication	●●●●●●●●●●
Flexibility & adaptability	●●●●●●●●●●

RECENT PROFESSIONAL EXPERIENCE

Advertising & Promotions Manager, Landauer Corporation January 2016 - May 2018

- › Copywrite and design promotional materials for quilt making book publisher, including catalogs, sell sheets, magazine ads, weekly e-newsletters, and blog posts
- › Grow and maintain social media presence on Facebook, Instagram, and Pinterest
- › Work closely with Editorial on product development, reviewing submissions, recreating projects for step-by-step photography, and providing fresh-eye proofreading
- › Maintain product database and consumer website, recently converting it from a static to responsive template for improved SEO
- › Coordinate company presence at biannual trade show, including book signing schedule, schoolhouses and Take & Teaches
- › Provide excellent customer service to consumers

Freelance Graphic Designer July 2005 - Present

- › Marketing design for magazine publishers including Meredith Corporation, Condé Nast, *Boston, Yankee, Philadelphia, Old Farmer's Almanac, Consumer Reports, Popular Photography, New England Journal of Medicine, Lion's Roar* and *Make* magazines
- › Originated control-beating packages and brochures for *MORE* and *Diabetic Living* magazines. Produced Strategic Planning presentations for Meredith Books, Newsstand sales and Home Depot. Designed Meredith Corporation's Annual Report for six years
- › Consistent control winner of direct mail pieces, insert cards, emails and landing pages

Adjunct and Visiting Assistant Professor, Drake University September 2003 - May 2018

- › Most recently ta *Digital Media* - a requirement for Graphic Design majors - providing them with the technical skills in Adobe Photoshop, Illustrator, and InDesign necessary for advanced design work

Marketing Services Manager, Meredith Corporation July 2000 - July 2005

- › In the Book division, primary marketing design contact for product managers and trade sales force for all marketing and sales support requests
- › Planned, designed and executed collateral including catalogs, advertisements, presentations, brochures, sell sheets, in-store merchandising and various other high-visibility design projects
- › Prepared high-end public relation campaigns, included PR Kits, book signing posters and giveaways for key authors, all within tight budget restrictions
- › Conceptualized and created a proposal that won Meredith an extremely profitable license to publish books based on TLC's *Trading Spaces*
- › Coordinated biannual sales meeting materials, including PowerPoint presentations, sales aids, merchandising sell sheets and marketing calendars

Want to know more?

- › Let's talk! My experience ranges from work in the insurance industry, supporting the sales force of a major fabric manufacturer, and planning special events at the Metropolitan Opera. Call for an interview to learn how I can be an asset to your team.

BOARD MEMBERSHIPS AND PROFESSIONAL ORGANIZATIONS

- › Current Nominating Chair and past-President and Gift Print Director of the Des Moines Art Center Print Club
- › Former Education Director of the Iowa chapter of AIGA, the professional association for design