



Skills MacOSX; Adobe InDesign, Photoshop, Illustrator, Dreamweaver, and Flash; HTML, CSS, Wordpress, MS Office Suite; Basecamp; Access and Oracle databases

Experience **Freelance Graphic Designer** | Location Independent

Dec 07-present **Services:** Catalog design, Magazing design, Copy writing and editing, Web design & development; Email design; Social Media Marketing; Web Analytics; Logo, Advertisement design; ; Powerpoint presentation design; Packaging design; Photography and Videography. **Clients:** Enada Neutraceuticals, Oh-Bee Honey, Balboa Travel Inc, iTan Solariums Inc., Silver Dolphin Books, Uncle John's Bathroom Reader, Silver Spring Networks, eBoost Constulting, Monzavi Consulting, Strive Personal Training Studios, Baker & Taylor Marketing Services, Red Circle Foundation.

Apr 09-Aug 09 **Graphic Designer & Web Analystist** | Jayne Hancock Group, San Diego, Ca.

Responsibilities: Design social media profile pages for Facebook and Twitter; Update company blog, Facebook, and Twitter pages; Maintain corporate brand standards manual and assure compliance; source and coordinate printing of business cards, presentation material, and collateral; analyze search engine data and compile reporting for clients. **Accomplishments:** Improved company-wide compliance with corporate brand standards by implementing a wiki-based brand standards manual; Expanded client analytics reporting by creating information graphics to interpret data.

Jan 07-Dec 08 **Product Manager** | Silver Dolphin Books, San Diego, Ca.

Responsibilities: Product development including cover and interior design and editorial; Analyze customer sales data and identify strong titles in order to grow business; Execute and maintain current safety testing of all product; Manage inventory of over three hundred titles and maintain adequate stock levels for a wide range of customers. **Accomplishments:** Improved design of product by utilizing knowledge of visual communication in product development; Reduced expense and increased efficiency by initiating a drop shipment program direct to customers;

Jan 05-Dec 07 **Marketing & Trade Show Coordinator** | Advantage Publisher's Group, San Diego, Ca.

Responsibilities: Design and manage production of catalogs; Create sales materials for reps; Source and produce marketing collateral; Organize and execute trade shows; Assist publishers with product development; Write and edit copy for print and web catalogs; Photograph products; Brainstorm and implement marketing plans; Research new markets. **Accomplishments:** Reduced expense by designing catalogs and sales materials in-house; Cut overall cost of exhibiting at American International Toy Fair by thirty percent; Increased sales through targeted pre-show marketing to trade show attendees; Implemented and managed internship program.

Sept 02-Dec 04 **Assistant Buyer** | Advanced Marketing Services, San Diego, Ca.

Responsibilities: Assisted Product Manager in presenting, ordering, and tracking titles for warehouse clubs; Project and monitor sales; Manage inventory and research discrepancies; coordinate with shippers, carriers, and warehouses to expedite receipt of freight; Source new titles for customers. **Accomplishments:** Acted as primary buyer for cookbook category during buyer transition; Increased sales by delivering successful presentations to customers; Streamlined department workflow by initiating team meetings to synchronize processes.

Education **Bachelor of Arts in Graphic Design & Digital Media** | San Diego State University, San Diego, Ca. Graduated: May 2009; suma cum laude.

Training **Digital Marketing Intern** | eBoost Consulting, San Diego, Ca.

Dec 08-Mar 09 **Skills attained:** Information architecture and persona development, Web analytics, Search engine optimization, Email marketing tactics, Social media marketing, Pay-per-click advertising, and Marketing strategy.