

## PROFILE //

I am a highly dynamic professional designer with extensive experience in advertising and marketing. With nearly three years as an advertising executive of an ad agency, I was promoted to manager where I used my strong sense of design and attention to detail to increase revenue and brand awareness. I have exceptional layout and design skills, print production and web design experience while working efficiently from concept to completion. I also introduced innovative marketing and advertising concepts while managing an annual advertising budget of over \$500,000. As a versatile designer of many mediums, I have a passion for new experiences, challenges, knowledge and the opportunity to succeed.

## EXPERIENCE //

### 2009//PRESENT SHOW PROMOTIONS INC. // **ADVERTISING MANAGER**

Responsible for marketing and advertising various brands and products, such as: TV, Radio, Print Ads and Commercials, Web Design, Product Displays, Package Design, Photo Shoots, Logos, Billboards, Posters, Flyers, SEO, Brochures, Stationary, Social-Networking and more. Developed new and creative marketing projects while handling multiple projects from concept to completion.

#### **SELECTED ACCOMPLISHMENTS:**

Designed \$90,000 worth of product packaging • Assisted in the management of a \$500,000+ annual advertising budget • Managed TV, Radio, and Print advertising campaigns  
Designed & updated multiple websites • Creative Director of museum exhibit (Summer/Fall 2011)

### 2011//PRESENT AMERICAN GOLF TRAIL // **ART DIRECTOR**

Responsible for the **aesthetics and visual aspects** of two websites and brochures and how it communicated visually to demographics and target audiences. Produced all layout, design and marketing materials for print and web.

#### **SELECTED ACCOMPLISHMENTS:**

Designed and distributed 10,000 brochures to all travel centers and more locations in Ohio  
Designed and developed both websites while managing online content on a regular basis

### 2003//PRESENT FREELANCE MULTIMEDIA DESIGNER // **PRINT, TV & WEB DESIGN**

Collaborated with various clients, brands and companies to establish Brand Identity, Websites, Billboards, Logos, Print Ads, Posters, Flyers, Brochures, Social-Networking, SEO, Signs, Photography and more.

#### **SELECTED ACCOMPLISHMENTS:**

Successfully designed numerous websites and logos for clients and companies • Managed advertising campaigns to increase brand awareness and overall revenue • Continuously produced high-quality, memorable work while developing lasting relationships with clients

## EDUCATION //

Ohio University | *Degree in Marketing & Graphic Design*  
// Multiple Art Awards & Gallery Shows

## SOFTWARE | ADOBE CS [ALL VERSIONS]

Photoshop • InDesign • Illustrator • Flash • Dreamweaver  
HTML • CSS • jQuery • Fireworks • CorelDRAW • SEO  
Final Cut • QuarkXPress • Premiere • Soundtrack Pro  
Audition • Cool Edit • SEO • Javascript • MS Office • ++

PROFICIENT IN BOTH MAC & WINDOWS OS

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