

## Eastern Illinois University, Charleston, Illinois

Bachelor Degree in Art with Graphic Design Option

Cum Laude

(Graduated in May 2004)

## Jewels and Pinstripes

(August 2008 - present) [jewelsandpinstripes.com](http://jewelsandpinstripes.com) • Pleasanton, CA (work remotely from Indy)

Online marketing specialist responsible for the growth and success of [jewelsandpinstripes.com](http://jewelsandpinstripes.com) by daily updating blog, including creating custom graphics and writing copy, frequently adding content to company Facebook and Twitter and posting finalized press releases. In charge of designing and organizing monthly newsletter, quarterly digital collage photos and web page updates. Other tasks include using Sales Force to enter leads for baby, children and event gift bags, updating one sheets and submission forms, updating current clients on their success(es) with our program(s), searching and communicating with paparazzi sites for potential product sightings, and providing text and graphics for quarterly giveaways and auctions.

## Boatman Geller

(April 2007 - August 2008) [boatmangeller.com](http://boatmangeller.com) • Indianapolis, IN

Creation, branding and growth of Live Your Style by BG blog (<http://liveyourstylebybg.blogspot.com>). Assist in creative layout and written copy for company website(s), catalogs, press releases, monthly updates and marketing materials. Contribute new illustrations and prepare sales materials for national trade shows and sales reps. Design "Top Seller" visuals to communicate top selling products in order to increase revenue of Boatman Geller and its B2B partners. Prepare and manage orders (from initial request to shipping) for celebrity gift bags (Jewels and Pinstripes) and charity events. Research industry standard pricing and new product opportunities. Design up-to-date marketing/sales materials for Account Management to promote proactive communication between Boatman Geller customer service and B2B partners.

## EMI Enterprises, Inc.

(February 2005 - April 2007) [envelopemart.com](http://envelopemart.com) • Toledo, OH

Lead designer for wholesale envelope and flat sheet printing company. Responsible for all prepress preparation of customer supplied and in house electronic artwork. Font match and recreation of compressed artwork for process and flat printing. Experience with on-site press checks including color match and registration. Frequent use and troubleshooting of direct to plate (DTP) systems. Successfully archive customer artwork and update in-house forms and pricing. Provide design services for company marketing materials and company partners. Frequently provide pc technical support for CSR department.

## American Craft Marketing

(October 2004 - February 2005) [americancraftmarketing.com](http://americancraftmarketing.com) • freelance

Design and prepress set-up for the 2004 Artworks Toledo ad campaign, promoting the participating artists and corresponding show. Creation of several newspaper ad sizes and program cover.

InDesign • Illustrator • Photoshop • Acrobat Professional • Dreamweaver • Contribute • HTML • FTP  
Blogger • Word Press • Facebook • Twitter • Sales Force • Google Analytics • Microsoft Office Suite