

Work Experience:

01/2005 – Present

Senior Graphic Designer/Creative Director, TARGUSinfo

- Developed and executed concepts for a \$1.5 million dollar marketing plan that included: direct mail, online advertising and trade events
- Partnered with directors to establish strategic planning and creative direction
- Provided art direction for a public conference that entailed: online advertising, direct mail and on-site collateral and signage which had an attendance rate of over 250 people
- Analyzed tracking results to optimize future campaigns and A/B testing
- Managed corporate re-branding which included: tagline, business cards and corporate style guide
- Managed the subsidiary company's re-branding which included: logo, collateral, flash intro and corporate style guide
- Co-managed the subsidiary company's new website design
- Established creative authority role and managed the TARGUSinfo brand through all verticals
- Created personalized URLs and custom landing pages
- Art directed and designed online creative including banner ads and Flash intros
- Project managed external creative services and agencies to develop concepts that were formally presented to upper management
- Managed a external creative services budget of \$100,000+
- Trained, supervised and provided art direction and mentoring for junior designer
- Managed printer, stock photography and product vendor relationships
- Managed print projects through all stages of production

8/2002 - 12/2004

Graphic Designer, Shaw Pittman LLP (now Pillsbury Winthrop Shaw Pittman)

- Managed the global Shaw Pittman brand through all practices and industries
- Created brochures and flyers for practice groups and their clients
- Developed web graphics, awards and presentations for firm and client use
- Created custom graphics for the International Trademark Association's food and beverage panel that included C-levels and VPs from Pepsi, Shaw Pittman, Starbucks and Unilever
- Implemented new collateral roll out and begin creating firm style guide
- Collaborated with internal planners to create graphics for firm and public events
- Produced firm Alerts, guides and custom RFP responses
- Managed printer, stock photography and product vendor relationships
- Managed internal and external projects through all stages of production
- Organized and attended press checks when needed
- Archived, organized and maintained all graphics files

8/2001 - 8/2002

Graphic Web Designer, Inciscent

- Designed all print collateral, advertising, tradeshow posters and invitations
- Created Flash demos for business applications and software
- Worked with integrated team to brand IT applications: IC2 and CVel
- Worked with programmers and engineers to create custom screen shots and user guides
- Redesigned and update current company website
- Created presentation diagrams, graphics and press kits
- Managed printer, stock photography and product vendor relationships

5/2000 - 8/2001

Graphic Designer, Metrocall

- Designed print advertisements, brochures and original artwork for multiple media outlets
- Created large scale outdoor graphics including billboards and POS roadside banners
- Designed, produced and managed all PCS collateral
- Created and maintain coverage maps for National 2way coverage areas
- Designed, produced, maintained and managed senior management's corporate presentations
- Consulted with production manager for job specs and print production

8/1999 - 5/2000

Graphic Designer, Parsons Brinckerhoff

- Created covers, tabs, dividers, maps, brochures, presentations
- Produced custom RFP responses
- Conceptualized and implemented event graphics including: invitations, menus, signage and gifts
- Consulted with graphic related vendors and purchase equipment
- Photographed current job sites
- Attended trade shows, assisting in booth preparation

1999 - Present

Freelance Design

Jon Ballard, DC101; Boys & Girls Club, Metro Richmond; Catholic Charities; Chatham County Juvenile Court; Clear Channel; Crave Cupcakery; Crowell and Moring LLP; Eden Properties; Fluor Corporation; Frankie and Lu; Karin Dushaw Events; M3 Consulting; Quinn's Auction House; the Rehnquist Group; Savory Sweet Catering; Securities Industry Association; TailgateFever.com; Williams & Connolly LLP

Skills:

InDesign, Photoshop, Illustrator, Quark, Flash, Dreamweaver, Fireworks, Acrobat, PowerPoint, Ektron, FreeHand, Pre-Press, Mac and PC platforms, MS Office, Outlook, Salesforce, Photography, Scanning, Digital Cameras, CD-W/R drives, Illustration

Education:

Savannah College of Art and Design, Savannah, GA
Graphic Design track, 1998 - 1999

Virginia Tech, Blacksburg, VA
Bachelor of Arts, Communications/PR, 1998

Memberships/other:

2003 – Present	AIGA member
2007	Fairfax County Scholastics Program Judge for Graphic Design/Digital Arts
2003 – 2004	Legal Marketing Association
1999 – 2000	Professional Area Network, Parsons Brinckerhoff