

I am a manager with 15 years experience managing teams. I am also a multi-disciplined creative designer with more than 30 years of graphic design and web experience. Currently managing a team overseeing 150+ Travel Bloggers as well as managing 200+ WordPress sites from logistics, migrations, cost analysis and infrastructure needs. The projects I have led, coordinated, and been an integral part of have ranged in versatility and include: educational publishing, web design, advertising and marketing, brand identity, promotional materials, illustration and art direction. Since March 2018, established a local charity to help local families in need. I am also an active member of the national charity's executive team.

Sleep in Heavenly Peace

Design Team Manager
[2019 – Present]

Chapter President
[2018 – Present]

- Managing the national charity's brand through design and marketing
- Creating a solution to be able to manage the creative needs of the charity to produce a wide variety of creative marketing and promotional materials as the charity continues to grow exponentially
- President of the Colorado Springs Chapter of Sleep in Heavenly Peace
- Bring the community together to build and deliver beds to those kids in need
- Fund raise all funds needed to build, outfit beds with mattresses, pillows, sheets and deliver to local families in need
- Meet with community leaders and companies to help fund builds and successfully received over \$10,500 in grants this year
- Coordinate all build days from lumber, tools, mattresses and logistics with community volunteers to build beds

Frequent Flyer Services

Director of Project Engagement
[2016 – Present]

Art Director
[2011 – 2016]

- Find new ways to expand the business model and enhance the current products produced
- Develop and integrate processes to increase efficiencies in workflow
- Optimize services to increase company savings with a budget-focused mindset through acute awareness of future technology solutions
- Collaborate with owner on five- and ten-year plans for growth and evolution
- Create and manage quarterly events creative work, logistics and implementation including The Freddie Awards and BAcon
- Ability to coach, train and motivate employees
- Manage employees and train them in the latest technical skills so they can better serve our clients
- Comfortable working in a fast-paced environment
- Excellent written, oral and client-facing communication skills
- 150+ travel bloggers with over 100 million visitors internationally
- Responsible for creative vision of company's many properties including email marketing, web site design, magazine layout and design, packaging design, event materials for our annual events, Freddie Awards and BAcon Blogger Conference
- Art directed the design and layout of a monthly travel magazine with 150,000 subscribers. Implemented efficient digital workflow with remote contributing Editors

Innovative Learning Concepts

Art Director
[2008 – 2011]

- Art directed all projects including email marketing, web site marketing, catalog layout and design, packaging design and curriculum development
- Responsible for design and layout of bi-monthly marketing email promotions and announcements, sent to 150,000 subscribers. Opens, click-throughs, and sales saw record-breaking numbers during my tenure
- Design project lead on all catalog production—the organization's largest marketing and sales generator with delivered several times a year to a list of more than one million educators, the catalogs design led to an increase in sales and awareness for TouchMath
- Worked as the organization's point of contact on all print projects. Liaison to several printers to ensure design and layout specs were met, files were uploaded timely and efficiently, and press checks completed
- Responsible for graphic and design layout on company-wide Web site. Through better positioning of products and site navigation, helped improve site traffic by more than 50% over a two-year period. Helped the company achieve a social networking presence on Facebook, Twitter and YouTube
- Worked on a team that produced an award-winning interactive software curriculum; the first in the company's history Brainstormed ways to bring the software to the iPad and iPhone App Store
- Designed marketing materials that helped train thousands of educators and administrators in school districts around the globe. Discovered innovative ways to use technology for sales and training team

ProductionHUB

Web Designer /
Graphic Designer
[2008]

- Designed new company website, brought online April 2008
- Art directed new advertising campaign including ad creation for multiple publications, trade show materials and banner ads for websites
- User interface and conceptualized flow of site and elements, site concept from sketches to production ready files

Element

Senior Designer /
Production Specialist
[2005 – 2007]

- Managed projects and teams to maintained deadlines and product quality
- Conceptualized, thumbnailed and implemented designs
- Communicated with clients, suggested solutions, managed specification details and changes
- Art directed photo shoots, illustrations, prop creations, art purchasing and photo research
- Manipulated, retouched and color corrected images
- Designed, consulted and managed websites

Orange Tree Hosting & Design

Owner / Web Designer /
Graphic Designer / Consultant
[1994 – Present]

- Consult, design, produce and program client websites
- Maintain a complete business solution for e-commerce, website hosting, domain names management, DNS management and site management
- Developed and maintained database solutions for the Ohio School Systems

Full Sail University

Lab Instructor Digital Arts & Design Program
[2005 – 2008]

- Taught the Type and Page Layout, Digital Publishing and Portfolio Creation classes
- Advised students on techniques of typography, design and layout
- Critiqued student work and progress

Florida Imaging

Production Manager /
Designer / Compositor
[2004 – 2005]

- Scheduled, coordinated and distributed workload of projects to team and freelancers
- Managed composition work on Harcourt School Publishers—Science Student & Teacher's Edition National and multiple state versions of books
- Thumbnailed and conceptualized designs
- Manipulated and retouched images
- Created press-ready files of final product to ship to printer
- Communicated with clients on specification details and changes

Harcourt School Publishers

Senior Graphic Designer
[2000 – 2004]

- Designed book prototypes, layouts, elements and illustrations for K-6 Language Arts, Reading, Social Studies, Math and Health Programs
- Simultaneously managed and coordinated multiple studios to meet project deadlines
- Commissioned various art and media solutions for layouts and worked closely with illustrators through the completion of the projects

Paradigm Marketing Group

Art Director / Graphic Designer
[1999 – 2000]

- Scheduled and coordinated all creative jobs and managed a team of in-house graphic designers
- Hired and supervised freelance designers, illustrators and photographers
- Worked closely with clients to develop concepts from preliminary design ideas to finished products
- Developed brochures, print advertising, presentations, newsletters, marketing kits, and corporate identity pieces
- Created Design department, including researching, purchasing equipment, maintenance, networking and interviewing and hiring designers

Dolphin Press and Design

Graphic Designer
[1998 – 1999]

- Designed illustrations, brochures and corporate identity pieces
- Created an intranet quoting and work-order system
- Coordinated company website development with a tracking database
- Conducted pre-press checks of art film output and prepared the film for a four-color press

ABOL Learning Center

Training Facilitator
[1996 – 1997]

- Educated clients on various software applications
- Created classroom manuals on software applications for various training sessions
- Interacted with management in evaluating the effectiveness of the training sessions
- Assisted in establishing and organizing a realtor software technical support line for nine counties

Kent State University

[1988 – 1994]

Kent, Ohio
Graphic Design and Illustration
Rhetoric and Communications

Skills

Extensive knowledge of Macintosh and Windows platforms and software including Adobe Creative Cloud with expert skills in Photoshop, Illustrator, InDesign, QuarkXPress. Experienced front-end designer with WordPress, Drupal, Forums, Bootstrap, HTML, CSS, SQL, PHP, JavaScript. Domain DNS, Web Hosting, Networks, FileMaker Pro, Microsoft Office, Custom Adobe Acrobat Forms, AfterEffects, Adobe XD.

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