

PROFESSIONAL PROFILE

In-demand Graphic/Web designer with a proven ability to transform concepts into an award-winning, revenue-enhancing reality.

Immensely creative, deadline-driven and detail-oriented designer who is proficient in MAC/PC platforms.

Internet-savvy, bilingual, eclectically educated, self-starter with ten years of experience in:

- Graphic Design
- Copywriting/Editing
- HTML
- GIF Animation
- Website Design
- 35mm & Digital Photography
- Linear/Non-Linear Video/Audio Editing
- Project Management
- Product Knowledge/Market Research
- Image/Brand Development

ADVANCED COMPUTER & TECHNOLOGY SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Adobe Acrobat
- Adobe PageMaker
- Macromedia Flash
- Macromedia Dreamweaver
- QuarkXpress
- HTML
- SWISH
- Microsoft PowerPoint
- Microsoft Word
- Microsoft Excel
- Microsoft Publisher
- Microsoft FrontPage
- Sound Forge/Cakewalk ProAudio

EDUCATION

University of Arkansas, Little Rock, AR
University of Arkansas, Pine Bluff, AR

2001: M.A. Journalism
1999: B.A. Communication/Graphic Design

GPA: **3.66**
GPA: **3.41 - Cum Laude**

PROFESSIONAL EXPERIENCES

ACCOUNT EXECUTIVE/STAFF WRITER

BPPG (www.bppmonthly.biz)

Dallas, TX

2006 – present

International Publishing Group

Maintains relationships and favorable contacts with current and potential advertising accounts.

Targets potential advertising clients and develops relationships in order to acquire new advertising accounts.

Assists with the developments, implementation, and management of the advertising strategy

Initiates and manages discussions and sales with sponsors and agencies.

Manages/Creates sales and collateral materials, including customized media kits.

Maintain extensive databases for client promotions

Assists in all marketing/networking/general event planning

Accomplishments:

- ✓ Wrote Cover Story for September, November, December Monthly
- ✓ Re-Designed BPI Logo and Identity Package

CREATIVE DIRECTOR/DESIGNER

Caldwell Creative – Marketing & Design (www.caldwellcreativemd.com)

NUBIAN Creations (www.nubiancreations.com)

Dallas, TX

2001 – present

Full-service, freelance graphic design and marketing firm

Design logos, flyers, brochures, CD packaging, posters, billboards, banners, and other promotional materials

Create and maintain website for clients

Maintain extensive databases for client promotions

Accomplishments:

- ✓ Increased listenership by 30% by designing eye-catching billboards for KHTE Hot 96.5 FM
- ✓ Designed award-winning banner for the Alpha Kappa Alpha Sorority Inc.

GRAPHIC/WEB DESIGNER

Feizy Imports & Exports (www.feizy.com)

Dallas, TX

2004 – 2006

International Rug and Floor Covering Manufacturer

Project Manager/Designer of ALL print/online advertisements, collateral materials, postcards, direct-mail advertisements, etc., for “*Dwellers Haven*” home furnishings in Denver, Colorado

Grew client base by creating account-winning proposals and PowerPoint presentations for *Dillard's, Home Depot, Costco, Linens & Things, Sam's Club, Expo, and Burlington Coat Factory's 'Luxury Linens.'*
 Creative Director/Designer for Feizy's product/online catalog pages for Staples/Staples.com
 Spearheaded the concept/design/photography/copy of the award-winning 2005 ARTS Award Book
 Spearheaded the concept/design/photography of the award-winning 2006 ARTS Award Book
 Developed/designed/organized and maintained new website launched March 2005.
 Designed Animated GIFs for web advertising (www.rugnews.com)
 Copywriter/Editor of press releases, collection copy/naming, and other printed marketing materials
 Designed print advertisements for Staples, Rug News, Area Rug, Rug Insider, HFN, Wrangler Home, etc.

Accomplishments

- ✓ Designed/Conceptualized award-winning 2005 & 2006 ARTS Award Book
- ✓ Implemental in the redesign/organization of NEW website, launched March 2005
- ✓ Developed brand-image/advertising & targeted niche demographic that grew customer base for Dwellers Haven

ADJUNCT INSTRUCTOR – Humanities Dept

Philander Smith College (www.philander.edu)
Arkansas' oldest private liberal arts college

Little Rock, AR

2001 – 2004

Instructor of Speech Communication, English Composition I & II, Literature, and Drama Courses
 Integrates technology and media into everyday classroom instruction
 Promotes and applies cognitive references to coursework
 Encourages individuality, respect, and responsibility into instruction
 Creative/Innovative approach to instruction that promotes classroom interaction/participation

Accomplishments

- ✓ High retention of student enrollments and referrals
- ✓ Nominated for "Adjunct of the Year" by student body
- ✓ Teacher Evaluations scores were always high with positive feedback

MARKETING COORDINATOR

AOMA (www.arkosteomed.org)

Little Rock, AR

2002 – 2003

Event Planner of all CME conventions/conferences, board meetings, appointments
 Developed themes/marketing strategies for all CME events
 Redesigned/Maintained total design and function of website
 Designed all marketing materials such as CME prospectus, brochures, banners, invitations, postcards, html emails, and print advertisements
 Copywriter/editor of all press releases, letters, newsletters, and other correspondence
 Grew membership by facilitating/designing/executing HTML email updates, and reminders
 Prepared routine and advanced correspondence including letters, memoranda, and reports.
 Physician Database Manager & Member Services Coordinator
 Performed accounting activities such as maintenance of the general ledger and preparation of various accounting statements and financial reports

Accomplishments

- ✓ Developed new brand image by redesigning logo, membership cards, letterhead, and other marketing materials.
- ✓ Increased revenue, CME participation & Membership quota 25% by redesigning website to include online registration, online forms, download of CME prospectus and other materials previously unavailable
- ✓ Increased functionality by streamlining business practices, upgrading features/software and developing relationships with national osteopathic association (NOMA)

INTERN

KARK-TV (NBC) Channel 4 NEWS

Little Rock, AR

2000 – 2000

Assisted night-side producer in production of 10pm news broadcast
 Investigated/researched/wrote copy for news stories
 Alternate videotape editor and voice-over talent
 Operated teleprompter and other media equipment during broadcast
 Conceptualized pre-production graphic for news stories

Accomplishments

- ✓ Innovatively rewrote APA copy to retell news stories
- ✓ Praised/preferred for creative pre-production graphics and "TAG" story ideas