

SUMMARY

- 20+ years of experience in graphic design, copy writing/editing, and branding & marketing — print and web
- publications, small businesses/entrepreneurs, international corporations, legal, medical, restaurants, musicians, and non-profits
- successfully operating small business for 10+ years
- leadership, project management, team coordination • training, presentations, public speaking • sales, client services • bookkeeping

WORK EXPERIENCE

CREATIVE DIRECTOR / SENIOR EDITOR (PRINCIPAL)

Kartouche, Atlanta, GA • since May 1997

Client list and portfolio available on web site.

Selected clients/projects detailed on LinkedIn profile.

- Editorial and advertising design, editing and production for newspapers, magazines, newsletters and other publications.
Designed and produced a local magazine (editor-in-chief) and an international newspaper (managing editor) from start-up, including copy editing, ad coordination, layout, and traffic management.
- Writing ad and marketing copy, web content, feature stories, press releases, v/o scripts, technical and user documentation.
- Art direction, design and copy editing for marketing campaigns and collateral, CD and product packaging, annual reports, invitations, book covers, menus, T-shirts, and environmental graphics/signage.
- Web site design, development (HTML and CSS), content editing, maintenance, and consulting.
- Branding and identity development; logo and stationery design.
Created and implemented consistent branding in packaging, print collateral and web site for a company and its product lines.
- Image editing and compositing for both print and web.
- Interactive multimedia ("Flash") presentations.
- Project management, team coordination, and print brokering.
Developed and managed the monthly event calendar program for 70 Barnes & Noble stores. Coordinated store, district, regional and national personnel, publishers and agencies, production subcontractors, and printing vendors.
- Sales and client services. Develop and prepare project proposals and cost estimates. Participate in meetings and follow-up.
- Administrative functions including accounts receivable and payable, purchasing, collections, contracts and correspondence.

COMPUTER SERVICES MANAGER

Kinko's, Atlanta IV • May 1994–May 1997

- Produce page layout/design and word processing projects in a retail environment for output to laser printer, digital color, and/or pre-press color separations and provide file output service for corporate, academic, medical, legal, entrepreneurial and individual clients.

- Supervise staff of up to four assistants (both full-time and part-time): hire, train, schedule, complete quality checks, and conduct performance reviews.
- Member of "core team" participating in and making recommendations on management decisions at store level.
Restructured procedures and filing system for Custom Printing Services, returning department to profitability in one month.
- Design local advertising for branch. Create in-store signage and marketing materials. Design forms, signage and customer newsletter template for region-wide use.
- Responsible for use, security, support, cleaning, maintenance and upgrading of department hardware and software, and ensuring compliance with copyright laws.
- Prepare monthly sales reports. Maintain production and service logs. Archive copyright permissions.

DESKTOP PUBLISHING SUPPORT SPECIALIST

Atlanta Region, Kinko's Inc. • Aug 1993–May 1994

- Hardware, software and network troubleshooting for all Atlanta locations, both via phone and on site.
Installed new Macintoshes and configured software for entire region (approximately 70 computers in 12 sites).
- Organize and facilitate regional DTP staff meetings.
Wrote and produced the take-home manual for a 1-hour "Macintosh Basics" class offered free to customers. Trained store personnel to teach class.
- Provide administrative support for Regional DTP Manager.

ADMINISTRATIVE & MARKETING ASSISTANT

Applied Business Corporation, Norcross, GA • Oct 1990–Jul 1993

FISCAL CLERK

Biochemistry Department, University of Wisconsin–Madison part-time, Oct 1986–Jan 1988 • full-time, Apr–Aug 1990

PREMIUM ACCOUNTING CLERK

National Brokerage Services, Madison, WI • May 1989–Apr 1990

NIGHT EDITOR

MANAGING TYPESETTER / TYPESETTER

The Badger Herald, Madison, WI • part-time, Nov 1986–Aug 1989

VOLUNTEER EXPERIENCE

BOARD OF DIRECTORS (SECRETARY/VP, TREASURER/VP)

*Fairside Lofts Condominium Association
May 2006–Sep 2007 (also Treasurer, 1997–1998)*

- Participate in operational management and policy setting for 15-unit live/work historic building.
- Manage building-wide sprinkler system upgrades, replacement of windows, and selection of and transition to property management company, including project research, conferring with legal counsel, liaising with various City of Atlanta entities, soliciting and reviewing vendors, and coordinating with unit owners and contractors.

CO-CHAIR, COMMUNITY DEVELOPMENT COMMITTEE

*Castleberry Hill Neighborhood Association
Jan 2001–Dec 2003*

- Oversee and facilitate the implementation of Master Plan projects, with primary focus on establishing a community park in 6.5+ acres of centrally located vacant land along railroad tracks.

- Identify sources of and apply for funding.

Invited to submit proposal to Arthur M. Blank Family Foundation through their Environmental Initiative (Mar 2002).

- Cultivate partnerships with non-profit organizations and governmental agencies.

CHAIR, PUBLICITY & PROMOTION

*1st Annual Castleberry Hill Loft Tour
May–Oct 2002*

- Write press releases, design posters and flyers, design web pages to integrate with existing sites.

Two-day event sold 900 tickets and raised \$10,000 for community improvement projects.

- Design and produce event guide, including ads and map.

CO-PRESENTER, TRAINING WORKSHOP

May 1994

- Develop and present “Communicating What You Do That’s Special” at Society for Technical Communication annual national convention.

COACH, SELF-EXPRESSION AND LEADERSHIP PROGRAM

*Landmark Education Corporation, Atlanta Center
10 hr/wk • Jan–May 1993*

- Advise and support five individuals to design, structure and fulfill community projects.

PRODUCTION SUPERVISOR

*Landmark Education Corporation, Atlanta Center
The Forum (3 days+1 evening, 80 participants), Jun 1993
IFLP Weekend I (2 1/2 days, 130 participants), Mar 1994*

- Oversee room setup and cleaning of facility, coordinate and schedule team of 10 volunteer assistants, produce boardwork and supplemental materials, assist in compiling statistics.

EDUCATION & TRAINING

University of Wisconsin–Madison • Madison, Wisconsin

Bachelor of Science, with Distinction (top 12% of class)
major: chemistry, GPA 3.6/4.0

Edgewood College • Madison, Wisconsin

undergraduate courses: 49 credits (4 semesters)
GPA 3.85/4.0

Kinko’s, Inc. • Atlanta, Georgia

- Managing Store Operations
- 110% Customer Satisfaction

Landmark Education Corporation • Atlanta, Georgia

- Communication Course I: The Power to Accomplish, The Power to Relate
- Communication Course II: Performing with Power, Velocity and Confidence
- Communication: Access to Power
- Introduction to the Forum Leaders Program

AWARDS & HONORS

- Book edited and designed received Georgia Historical Society’s Lilla M. Hawes Award for best book in Georgia local or county history published 2008–2009
- Trading pin designs approved by Nagano Olympic Committee – 1998
- P22 Fonts in Use winner – Jun 2002
- Dean’s List: UW-Madison and Edgewood College
- National Merit Scholarship; Golden Key National Honor Society
- Alfred L. Wilds Undergraduate Scholarship (UW-Madison, Department of Chemistry)
- Edgewood College President’s Award
- CRC Press National Outstanding Chemistry Freshman Award (Edgewood College)

SKILLS

Macintosh OS X

QuarkXpress 7 & 8 (with Quark Interactive Designer)

InDesign CS4

Photoshop CS4

Illustrator CS4

Adobe Acrobat Pro 9

Dreamweaver CS4

Microsoft Word, Excel

80 wpm typing

basic Spanish

INTERESTS

international travel: London, Paris, Amsterdam, Grand Cayman, Mexico

flute: perform in chamber ensembles and concert bands & orchestras

PARTIAL CLIENT LIST

AID Atlanta
ArtsCard
Atlanta Intown, Atlanta Buckhead, Atlanta North and The Studio
Barnes & Noble Booksellers – Southeast Region
Borders Books & Music – Atlanta locations
Castleberry Hill Neighborhood Association, Arts District & Loft Tour
Civilian Job News
Collier Chiropractic
Community Cinema Systems
Denise Majette for Senate – U.S. Senate campaign, 2004
Flute Choir of Atlanta
Fuji Floral Design
GAWL, Georgia Association for Women Lawyers
Gentle as a Lamb, Hometown Diapers Inc.
Georgians for Mary Squires – U.S. Senate campaign, 2004
GEWN, Georgia Executive Women's Network
Gillis & Creasy (formerly Law Offices of James K. Creasy)
Gwen Hughes, Fairfield Records
Gwinnett Humane Society
Harry Norman, Realtors – Kelly Boudreau
Harry Norman, Realtors – the Thompson Team
InsiderAdvantage Georgia
James magazine
Kandahar benefit screening – Afghan girls' school fundraiser
Kenny Howes, YEAH! Records
Kiss My Sunburn, Hedgetree Pharmaceuticals
Labrys Atlanta
Launch South Pictures / Launch South Music
Minnesota NARAL
Oz magazine
Partnership for Community Action
Pastries-a-GoGo Bakery/Café
Pearlman Associates Public Relations & Marketing
Don W. Penney, MD – neurological surgeon
ProGold Lubricants
Ricarda M. – Munich, Germany (COSCo International)
Sevananda Natural Foods Co-op
Skot Foreman Fine Art
Starbucks
The Story of Georgia's Boundaries – William J. Morton, MD, JD
3One Media – Vancouver, Canada
Transatlantic Journal
WSB-TV (Channel 2, Atlanta)