

## SUMMARY

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

## WORK EXPERIENCE

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### CREATIVE DIRECTOR / SENIOR EDITOR (PRINCIPAL)

*Kartouche, Atlanta, GA • since May 1997*

*Selected clients/projects detailed on LinkedIn profile.  
Portfolio available on website.*

- Editorial and advertising design, editing and production for newspapers, magazines, newsletters, books 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.
- Website design, development (HTML and CSS), content editing, maintenance, and consulting. Twitter page backgrounds.
- Branding and identity development; logo and stationery design.  
*Created and implemented consistent brand image in packaging, print collateral and website for a company and its product lines.*
- Social media strategy and implementation.
- Image editing and compositing; interactive multimedia ("Flash").
- 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

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### 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

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*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

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- 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

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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

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

flute: perform in chamber ensembles and concert bands & orchestras

## PARTIAL CLIENT LIST

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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)