

CAREER HISTORY

TINY BLUE SKY, 2012 to present

ART DIRECTOR // GRAPHIC DESIGNER // STRATEGIST

Freelance graphic design and marketing strategy. Working with a wide variety of brands, boutique businesses and nonprofits from strategy through design implementation with a focus on holistic branding.

CLIENTS:

- Thatcher's Organic
- Mercy Nutraceuticals
- Mosaic (Stella Artois)
- Dorothy A. Johnson Center for Philanthropy
- Phoenix Society for Burn Survivors
- Women's Funding Network

HANDS-ON SKILLS:

- Development of brand and marketing strategies including traditional and digital campaigns
- Concepting and design of brand identities (logo, stationery, brand guidelines)
- Graphic design of digital and print assets (brochures, packaging, signage, display, reports, banner ads, infographics)
- Web strategy (information architecture, content strategy, wire framing, prototyping)
- Web design and collaboration with developers to provide visual direction and digital assets (Photoshop files, UI kits)
- Strategy, design and implementation of social media and email marketing campaigns
- Analysis of metrics (Google Analytics, MOZ, MySEOTool, email analytics, social media analytics)

DVQ STUDIO, 2005 to 2012

FOUNDER // ART DIRECTOR // GRAPHIC DESIGNER

A boutique branding agency working with a wide variety of corporate and nonprofits clients.

CLIENTS:

- Amway Corporation
- United Way
- Girl Scouts
- Grand Valley State University

HANDS-ON SKILLS:

- Establishing and cultivating relationships with clients
- Leading a team of designers, developers, copywriters, videographers and photographers
- Development of marketing plans, campaigns and digital strategies
- Concepting and design of brand identities (logo, stationery, brand guidelines)
- Graphic design of digital and print assets (brochures, annual reports, signage, e-blasts, web banners, infographics)
- Web strategy lead (information architecture, content strategy, wire framing, prototyping)
- Web design lead and collaboration with developers to provide visual direction and digital assets (Photoshop files, UI kits)
- Concepting, script writing, art direction and music direction for videos and photo shoots

GIRL SCOUTS OF MICHIGAN TRAILS // 2000 to 2005

COMMUNICATIONS DIRECTOR + GRAPHIC DESIGNER

Nonprofit focused on empowering girls with 30 staff, 13,000+ members, and 3,000 volunteers

HANDS-ON SKILLS:

- Development and execution of organization's marketing plan and promotional campaigns
- Graphic design of brand materials across all platforms
- Work with outside vendors on print production and web development

EDUCATION

GRAND VALLEY STATE UNIVERSITY

Bachelor of Arts in Communication and Minor in Sociology

TECHNICAL SKILLS

- Adobe Creative Suite (InDesign, Photoshop, Illustrator)
- PowerPoint, Keynote, Prezi
- InVision, OmniGraffle
- Basic knowledge of HTML/CSS
- Admin experience in WordPress, Drupal and EE
- Email marketing software (MailChimp, Constant Contact, Outmarket)

ACCOMPLISHMENTS

- * **FEATURED IN INC. MAGAZINE IN 2010** for progressive work culture
- * **NAMED AS "40 UNDER 40 BUSINESS LEADER"** by the Grand Rapids Business Journal in 2011
- * **SILVER ADDY AWARDS** in 2005 and 2006
- * **ATHENA AWARD NOMINEE** in 2001
- * **BEST PRACTICE RECOGNITION** by Girl Scouts of the USA in 2005
- * **PRESENTED AT NATIONAL, STATEWIDE AND LOCAL CONFERENCES** on branding and digital marketing
- * **WORKED WITH 50+ BUSINESSES** to help them grow their businesses
- * **WORKED WITH 60+ NONPROFIT ORGANIZATIONS** to help them further their missions

