

## OBJECTIVE

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Creative Freelance Graphic Designer with over 15 years' experience in developing engaging and innovative digital and print designs for clients in broad range of industries. Highly adept at visual strategy, layout development, branding, and print and new media advertising. Demonstrated success working in collaborative environments and providing leadership to design teams to conceptualize and execute effective marketing collateral. Seeking to help clients achieve business development and business growth goals through forward-thinking graphic designs and strategies.

## EXPERIENCE

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### Design Perks Creative Services

2006 - Present

*Owner - Freelance Graphic Designer/Marketing Coordinator*

- Service a variety of businesses with various graphic designs from business cards to billboards to websites
- Create innovative design packages to elevate and differentiate branding and marketing and advertising initiatives
- Meet with clients to determine marketing and design vision, scopes of work, and budgets and deliverable timeframes
- Developed numerous marketing programs (logos, brochures, newsletters, infographics, presentations, and advertisements) by using my expert knowledge of Adobe Creative Suite
- Design company branding and logos while collaborating with clients to determine their visual needs
- Sourcing, composing, and retouching images for print and web

Clientele serviced: **Clear Channel, Michael Berry, Kingdom Racing, Wiesner Homes, Adams Law Firm, MKT Mortgage, Katy Copperheads, My Choice Fit Foods, Ultimate Weight Loss, Redstone Golf Club and many more**

### Katy Courier Newspaper

July 05 - Jan. 2006

*Sales Account Executive*

- Increased territory sales within the real estate and entertainment markets in 6 months.
- Starting with zero clients, built a client base of over 20, by developing a strong rapport, finding their particular needs and matching their needs with successful advertising campaigns, despite a fiercely competitive market.
- Responsible for entire sales cycle, including prospecting, proposal writing, ad design and approval, to closing activities and billing.

### CRM Marketing Group

June 2004 - July 2005

*Graphic Designer/Account Executive*

- Design various newspaper and magazine ads, brochures, posters and billboards with little or no creative direction.
- Communicate and work with over a dozen clients daily on executing upcoming and ongoing projects.
- Place ads in publications nationwide for many clients and work with various vendors on printing collateral.

Clientele serviced: **Berkeley Eye Center, Alcon, VISX®, IntraLASE®, LADARVision® and numerous LASIK surgeons and optical companies nationwide.**

### Grant Harrison Advertising

Feb. 02 - June 04

*Junior Art Director/Copywriter*

- Designed and produced many campaigns for an assortment of clients alongside Creative Director.
- Created various brochures, newspaper and magazine ads, posters, billboards and direct mail pieces.
- Placed and created ads in newspapers and publications nationwide for over 200 clients.

Clientele serviced: **Texas Health Resources, Methodist Hospital, UTMB, Obesity Surgery Specialists, Kroger, Randalls, A-Cute Derm, Minute Maid, American Eagle Airlines, O'Reilly Auto Parts and many more.**

## EDUCATION

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### Sam Houston State University

B.A. in Journalism Advertising • Minor in Mass Communications

## TECHNICAL SKILLS

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Adobe Creative Suite (Photoshop, Illustrator, InDesign, Flash, After Effects, Dreamweaver), Web Development (HTML, CSS, WordPress), QuarkXPress, MS Office

View online design and writing portfolio at: <http://www.designperks.com>