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PROFESSIONAL SUMMARY | KEY ACHIEVEMENTS

OPS Digital Specialist, Writer | FSU College of Social Work & FSU Health Justice Collaborative, Tallahassee FL

- Currently providing web design and production for grant funded projects, helping to establish identities for: SErotaRCnetwork.org; QualityChildrensServices.fsu.edu; CFC.fsu.edu; ReboundandRecovery.cfc.fsu.edu; & PediatricTransplantResearch.cfc.fsu.edu
- Working with the Medical School Health Justice Collab to provide public-facing PDF, print fliers and explanatory infor-graphics

Communications & Data Visualization Project Manager | FSU Institute for Justice Research & Development, Tallahassee FL

- Responsible for translating data into design and communication products for a newly created academic research institute
- Worked with outside agencies, staff and academic teams to produce video, web and print identity marketing products
- Provided expertise in Adobe InDesign, Illustrator, Photoshop, Captivate, iMovie, Wordpress, PowerPoint, and Vyond software to produce final digital training modules, websites, email and print communication campaigns

Senior Marketing Strategist - FBMC Benefits Management, Inc., Tallahassee FL

- Responsible for translating marketing objectives into creative strategies, ensuring visual standards were met across all media platforms, worked directly with clients and vendors to produce health insurance employee enrollment materials
- Worked with local agencies to create video and web branding concepts and promotional marketing
- Created targeted email and print campaigns for national sales teams throughout Florida and Texas
- Received "Creating Cost Savings & Revenue Award" - saving the company \$150,000 annually

Marketing Services Manager - Younger Associates, Jackson, TN

- Consulted directly with clients and groups to create marketing strategies, implement brand identity, design promotional marketing events, social media campaigns and maintain media schedules
- Wrote ad copy and press releases, marketing plans, RFP responses & survey materials for focus groups
- Converted research and data into promotional communications for regional economic development initiatives
- Increased outreach marketing for established clients that included large hospitals, education, law firms, and government

Art Director, Consultant - King Arthur's Tools, Tallahassee FL

- Built and maintained E-commerce websites and online stores that sold specialty carving tools in more than 60 countries
- Directed photo shoots, edited product photos, designed branding, social media advertising and email marketing campaigns
- KATools was recognized as the "World's Smallest Chain Saw" at the National Hardware Show in Las Vegas
- HGTV featured the 'Merlin' tool as Top Cool Product in showcase episode and CNN Weekend named as one of their top 6

Creative Director, Sole Proprietor - EGraphicDesign, Henderson KY & Orlando FL

- Established a web design & hosting business, designing branding and collateral materials for a wide variety of clients
- Provided creative services as a Certified Web Hosting Reseller, Constant Contact, PayPal, Google Analytics, & Social Media Consultant
- Clients included Henderson Chamber of Commerce, Economic Development Commission, Kentucky Tourism and local business and manufacturing clients throughout Kentucky. Collaborated with advertising agencies, businesses, printers and web providers in Orlando and provided online graphic design and turnkey website services for clients throughout FL, KY, TN and IN
- Industry recognition of work included the Walton Award, recognizing Florida's best business to business communicators, Business/Professional Advertising Association Best of Division and Best of Show for Print Marketing, FL and KY Print Industry Awards, Seafood Business Marketing, FL Public Relations Association Awards, Indiana Addy Awards and KY Tourism Industry Annual Traverse Awards for Excellence in Tourism Marketing, Adobe Creative Suite Certstaffix Certification

Studio Director, Graphic Designer - The Kidd Group, Tallahassee FL

- Created corporate identity collateral, designed logos, annual reports, product packaging & advertising materials
- Directed photography shoots for major clients, hiring models, designing sets and securing shoot locations
- Coordinated creative and design communications between clients, staff and contracted media and print vendors
- Addy Award-winning marketing and advertising media were produced in a collaborative team environment

Art Editor - Division of Marketing, FL Dept of Agriculture & Consumer Services, Tallahassee FL

- The "Fresh from Florida" campaign was established to brand fruits, vegetables, foliage, farm-raised fish, sugar and wine
- Promotional multi-lingual marketing materials were produced for grocery stores and international tradeshows
- Directed photography shoots and worked directly with agribusiness groups and FL US Trade Association (SUSTA)
- Supervised graphic designers and interns, maintained print budgets and monitored co-op marketing funds

Graphics Specialist - Tallahassee-Leon County Planning Department, Tallahassee FL

- Produced annual reports, statistical guides & graphic materials to inform and educate the public

EDUCATION

Florida State University
Bachelor of Arts, 1979



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