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## **Design/Marketing Experience:**

Technical Label Specialist/ Graphic Designer (Contract)

Smiths Medical, Minneapolis, MN

August 2017 - Present

- Implemented label designs into production and verify program prints labeling correctly
- Ensured labeling meets barcoding standards for UDI and GS1.
- Designed features using label printing software to eliminate labeling mix-ups when software is generic for labels across a product line
- Designed and implemented labeling for production including database interaction, scripting, and font issues and identify and test new label printers.
- Implemented label printing program into production and verify program prints labeling correctly.
- Utilized label printing software to create printed product packaging labeling including barcode concatenation for product number, Lot & Serial Number, and Expiration and MFG Date. All printed Bar Codes must pass verification.

Graphic Designer (Contract)

Digital People, Minneapolis, MN

- On assignment for Allegra Design Print Mail

June 2017 - July 2017

- Edited artwork for clients to promote their company and events.
- Assist design team in production of graphic collateral, packaging, display, and advertising projects.
- Daily work in FlightCheck, Illustrator, InDesign and Photoshop.

Graphic Designer (Contract)

Creatis, Minneapolis, MN

- On assignment for Sign-Zone, Incorporated

March 2017 - May 2017

- Provided design and layout to clients that enhanced the company's identity and created a clear message at events of what they do.
- Worked with and managed vendors to arrange exhibit space.
- Produced crisp work in Adobe Illustrator that met company standards.

Production Designer (Contract)

Creatis, Minneapolis, MN

- On assignment for RBC Royal Bank

December 2016 - March 2017

- Designed and edited brochures and flyers for RBC while maintaining brand identity.
- Designed business cards for all RBC.

Graphic Designer (Contract)

Creatis, Minneapolis, MN

- On assignment for Sign-Zone, Incorporated

August 2016 - December 2016

- Edited artwork for commercial sale that was used in Sign Zone's website and brochures.
- Manipulated photographs that showcased Sign Zone's products and increased sales.
- Design and creation for tradeshow, event, and promotional products.
- Aided sales with marketing distribution collateral that helped them promote company products.
- Provided design and layout to clients.

Graphic Designer

S&F Corporation, Woodbury, MN

April 2015 - June 2016

- Managed design and production of all company visuals that were posted on-line on eBay, Amazon, and company website.
- Partnered with colleagues in photo shoots to get the best images possible.
- Effectively edited photographs for commercial sale of their product using Adobe Photoshop.
- Assisted in managing the regional and international tradeshows by keeping track of the traffic their booths were getting from different marketing techniques.
- Designed product packaging for company and made those files ready for the printer.
- Developed marketing strategies to maximize customer awareness via social media and email.
- Maintained the library of electronic images, brochures, logos and year-to-year advertising.
- Coordinated with vendors, including obtaining job bids, reviewing prints and digital proofs.

### Marketing Associate

JLL, Minneapolis, MN

November 2014 - February 2015

- Lead the execution of a strategic marketing program that includes email marketing, external web content management, social media, client events, print collateral, direct mail and print and digital advertising.
- Provided superior graphic design support and project management for new business pitches and presentations using Adobe InDesign, Prezi, Microsoft PowerPoint and other similar tools.
- Provided coaching to brokers on best practices in leveraging social media (ie, LinkedIn and Twitter) as a thought leadership and business development tool.
- Managed campaign-based e-mail communications with Broker Admins, overseeing distribution and reporting on metrics.
- Write and edit content for various communication vehicles, including presentations, collateral, case studies, internal announcements, etc. Lead planning and execution of internal and external events and activities.

### Senior Graphic Designer

Cortec Corporation, White Bear Lake, MN

February 2006 - November 2014

- Managed design and production of all company visuals.
- Conduct meetings with sales team, engineers and scientists to meet company objectives.
- Assist in managing the regional and international tradeshow and customer event plans for the company.
- Designed new trade show booths and banners that enhanced the company's identity and created a clear message at events of what they do.
- Work with and managed vendors to arrange exhibit space.
- Revamped brochures to give each brand an identity while staying consistent with the company mission.
- Created four different product newsletters which built brand awareness.
- In charge direct marketing and social media.
- Conceptualized and created new logos for corporate divisions, events, and products.
- Conceptualized and created direct mail for company events and product promotions.
- Revamped company advertising that effectively reached out to target markets.

### Freelance:

Production Designer

Olson + Company, Minneapolis, MN

October 2010

- Initiated and completed design work from concept to finished product for clients such as Fifth Third Bank, Country Inn and Suites, and Capitol One.
- Juggled and prioritized projects from creative staff.
- Reviewed all final pre-press elements with creative staff and recommend creative solutions.
- Maintained an accessible master specification and logo library for regularly used client standards and logos.

### Software Skills:

Adobe Creative Cloud, Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Adobe Dreamweaver, Adobe Premiere, Final Cut Studio, Microsoft Office, and HTML

### Education:

BFA: Advertising Design, 2005

Minneapolis College of Art and Design, Minneapolis, MN

BAA: Graphic Design, Minor in Marketing, 2001

Central Michigan University, Mount Pleasant, MI