

experience

OWNER/DESIGNER

leigh bay design • September 2007 – present

- Graphic design and marketing consulting for large-to-small businesses and non-profits, specializing in print and web collateral, logo design, website management, RFP and presentation creation, copywriting and editing, advertising, blog customization, sustainability marketing and real estate marketing
- Clients include Bank of America, Crosland, CNL Commercial Real Estate, Ravin Partners, Laurel Street Residential, Shine Salon

MARKETING COORDINATOR

Crosland LLC • December 2007 – June 2011

- Provided all in-house graphic design: *logos, brochures, print and online advertising, signage, e-mails, direct mail, presentations, newsletters, billboards, microsites*
- Created identities, branding, and marketing collateral for portfolio of over 50 residential, retail, and mixed-use properties
- Developed creative marketing solutions while operating within budgetary constraints
- Provided creative direction and design artwork for project and corporate advertising
- Developed promotional and event collateral for regional shopping centers
- Wrote, managed, and edited content and copy for more than 10 web sites
- Tracked and analyzed monthly web traffic for more than 15 residential properties
- Managed SEO accounts, Google AdWords, and social media efforts across portfolio
- Designed overall branding for “Rethink Responsibility” sustainability initiative and assisted in company-wide implementation
- Created RFP and presentation templates for use in new business development
- Assisted in rebranding of Residential division including project management for developing and launching new consumer web site
- Wrote and produced bi-annual newsletter distributed to 300+ associates
- Planned and promoted company events and campaigns for over 100 associates
- Managed relationships with external marketing/PR partners and vendors

CREATIVE INTERN

Sunrise Greetings, a subsidiary of Hallmark • summer 2007

- Designed series of 20 editorially driven greeting cards for seasonal line featured in Barnes and Noble and other national retailers

PR & COMMUNICATIONS INTERN

Redcats USA • summer 2006

- Assisted with execution of PR strategy and internal communications plan for the rebranding of primary business lines

education

Indiana University,
Kelley School of Business,
Bloomington, IN • May 2007
Bachelor of Science in Business
GPA 3.95/4.00
Business Undergraduate Honors
Major in Marketing
Minors in Fine Arts Graphic Design
and Spanish

specialties

Print Collateral, Identity/Logo Design,
Advertising, Branding, Project Management,
Website Management, E-media, Signage,
Copywriting/Editing, Typography, Microsites,
Corporate Communications

technology

Adobe Creative Suite CS5 (*InDesign, Illustrator, Photoshop, Dreamweaver, Flash, Acrobat*), XHTML/CSS, Microsoft Office Suite (*Word, PowerPoint, Publisher, Excel, Visio, Access*), PC and Mac platforms, CMS software, Wordpress 3.0, Search Engine Optimization, Google Analytics, Social media, Google AdWords, Actionscript 3.0, JavaScript