



OBJECTIVE

Employ my creative talents developing inspiring, client-driven projects in collaboration with other creative professionals.

→ *Work with cool people on cool stuff*

EDUCATION

AUGUST 2003--MAY 2007 CONCORD UNIVERSITY • ATHENS, WV
BA in Graphic Design/Advertising • Minor in Business Administration • GPA-4.00 • Valedictorian • Summa Cum Laude

CAREER EXPERIENCE

JUNE 2007--PRESENT | MARKETING DIRECTOR COLDWELL BANKER TOWNSIDE, REALTORS®, BLACKSBURG, VA

- » Strategic Planning-- collaborate with General Manager to develop comprehensive annual marketing plans
- » Presenting-- conduct formal presentations on a bi-monthly basis to inform agents of the latest marketing trends and tools
- » Web Site Marketing-- monitor analytical data, keyword campaigns, collaborate with web developer to continually improve site
- » Social Media Marketing-- edit and post company blog articles, create and maintain company Facebook page
- » Print Advertising-- schedule, design, and create company and individual agent advertising
- » Image enhancing-- color-correct, straighten, and purpose individual agent and property images for various venues
- » Designing-- create custom advertising pieces (brochures, flyers, banners, etc.) for agents and company upon request
- » Consulting-- consult with agents to assist them in developing their own personal marketing plans
- » Copywriting-- assist agents in writing professional bios and ad copy
- » Accounting-- maintain agent marketing invoices, monitor advertising expenses, and oversee annual marketing budget

MAY 2003--PRESENT | FREELANCE DESIGN HOME OFFICE, BLACKSBURG, VA

- » Handshake2.0-- business cards, blog graphics, print and web ads, signs, and promotional flyers
- » Rural Systems-- PowerPoint slide design, magazine ad design, graphic design
- » Aquatic Adventures-- company logo design and business cards
- » New River Valley Triathlon-- event logo, promotional flyer, and event t-shirt
- » Jim Flowers-- cover design and interior manuscript layout
- » Townside Property Management-- logo redesign, letterhead and envelope design
- » The Training Edge-- company logo and t-shirts for new business launch
- » Princeton Senior High School--graduation programs, madrigals program, and club t-shirts.
- » Carolina Crown-- program cover for Nightbeat, annual marching band concert

AUGUST 2005--JUNE 2007 | GRAPHIC DESIGNER TROPHIES & MORE, PRINCETON, WV

- » Designed t-shirt graphics for schools, churches, sports teams, businesses, community fund-raisers, fraternities and sororities
- » Consulted with clients via phone, email, or in-person

JANUARY 2006--MAY 2006 | ADVERTISING AGENCY CONCORD UNIVERSITY, ATHENS, WV

- » Operated a competitive, student-led advertising agency as part of graduation requirements
- » Conducted market research and developed advertising campaigns and promotional materials for local businesses
- » Served as Account Executive, Creative Director, and Assistant Art Director for three separate campaign projects

JUNE--JULY 2005 | GRAPHIC DESIGN INTERNSHIP DISCOVERY PLACE, CHARLOTTE, NC

- » Created exhibit displays and signs for museum under the direction of Andy Crews, Creative Director of Discovery Place
- » Gained experience in copy and graphic layout, exhibit display design, and directional sign design
- » Submitted project specs to print vendors and compiled bids to determine the most cost effective printer for the project
- » Observed the development of the Dead Sea Scrolls marketing plan; developed concept in postcard promotional



SOFTWARE PROFICIENCY

- » Adobe Acrobat Professional
- » Adobe InDesign
- » iLife
- » Adobe Bridge
- » Adobe Photoshop
- » iWork
- » Adobe Illustrator
- » CorelDraw
- » Microsoft Office Suite

PROFESSIONAL EXPERIENCE

MARCH 2004 – MAY 2005 | RECEPTIONIST

PRINCETON HEALTH & FITNESS CENTER, PRINCETON, WV

- » Greeted members, directed phone calls, led tours through facility
- » Served as cashier selling fitness products
- » Scheduled personal training and massage appointments for members
- » Washed and folded towels

JANUARY 2004 – MAY 2004 | TECHNICIAN TRAINEE/PSA

CVS PHARMACY, PRINCETON, WV

- » Served as cashier
- » Assisted in filling and restocking prescriptions

HONORS & AWARDS

- » Valedictorian, Concord University, May 19, 2007
- » Addressed graduating class in a Commencement Speech, May 19, 2007
- » Invitation into the Gamma Beta Phi Society 2007
- » Academic Achievement Scholarship from Concord University 2003-2007
- » ACT Scholarship from Concord University 2003-2007
- » Director's Scholarship from Concord University 2003-2007
- » Interact Scholarship from Princeton High School 2003
- » Promise Scholarship from Governor Bob Wise 2003-2007

REFERENCES AVAILABLE UPON REQUEST

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