

Objective: To obtain a position that will allow me to utilize the skill and talents that I have mastered in my 30 years of experience in the web design and graphic design related fields.

Extensive Experience:

Mastered Software:

- Adobe Creative Suite: Dreamweaver, Photoshop, Illustrator, Flash, Fireworks & InDesign
- Contribute (Adobe's CMS software)
- All MS Office Products
- Adobe Audition (Audio Software)
- Adobe Acrobat XI (PDF file developer)
- Pinnacle Studio 11 (video editing software)
- Various FTP client software

Other Areas of Extensive Experience:

- HTML / XHTML / CSS
- JavaScript
- E-Commerce solutions
(most experienced with QuikStore)
- SEO & Social Media Marketing
- Cross-Browser Compatibility
- Virtual Tour Development
(from photos to panoramas)

Work Experience:

Capital City Stealth – Lansing, MI (April 2010 – Present) - Positions: Asst. General Manager / Coach / Recruiter

As the Assistant General Manager I am in charge of our marketing efforts, including Internet and social media. I am also responsible for branding, graphic design, and our website content management. I work closely with the owner on game day activities as well and sponsorship sales and fundraising. I am also working to foster our relationships with newspaper, radio and TV media contacts.

Inspired Marketing, LLC – Grand Ledge, MI (June 2011 – Dec 2012) - Positions: Marketing Manager

As the marketing manager I was in charge of everything marketing & graphic related. I developed the company brand through the creation of marketing materials - from our company website and social media portals to in store kiosks placed at Kroger and Walmart stores. I designed everything graphic; including stationary, business cards, post cards, door hangers, flyers, banners, signage, vehicle magnets, vehicle wraps, internal & external forms, apparel / uniforms, website, Facebook and YouTube pages. I also developed videos of both customer and staff testimonials. I was able to save the company thousands of dollars in printing costs by using my long-time printing sources as well as initiating the purchase of a large format printer which I used to produce our many banners and posters in-house. I regularly managed multiple projects at once and met the multiple deadlines by utilizing Asana.com's project management software.

Synergy Soup, Inc. – Grand Ledge, MI (1994 - Present) - Positions: Owner / Graphic Designer / Audio-Video Editor / Photographer

As the owner of a small web design and development company I wore many hats - everything from Art Director to Programming Manager to HTML Programmer to Sales Manager to Graphic Designer. As art director I would meet with clients to determine their needs and develop designs based on their site goals, as well as visual likes and dislikes. As sales manager I led our sales team in developing our marketing strategy for reaching our target industries. As graphic designer I created graphics using Adobe's Creative Suite of software including Illustrator, Photoshop, InDesign and Fireworks. As programming manager I worked with or programming team to develop solutions for our clients based on their goals and objectives. I regularly worked as a translator between our technical experts and our customers to ensure that we were creating the right solutions the first time. I managed multiple projects simultaneously and made sure that we always delivered on time and on budget. As owner I instilled our team focus on customer care as our top priority - this led to many referrals & repeat clients.

Reddawg Mobile Marketing Solutions – Grand Ledge, MI (2010 - 2012) - Positions: Owner / Sales Manager / Marketing Director

My primary role with Reddawg Mobile was as the Sales Manager for our team of eleven sales associates. I would work closely with our team to help them with the technical aspects of our sales presentations. I trained them on sales techniques specific to our business as well as helped them develop specific strategy in any targeted areas that chose to pursue. As Marketing Director I was responsible for our marketing efforts including all collateral material such as posters, flyers, buzz cards, business cards and post cards. I developed new markets and handed off the target business lists to our various sales team members to pursue. I grew the business from a start-up in 2010 to the largest text message marketing firm in Michigan in both 2011 and 2012. I sold the client list for this business in December 2012.

Achievements / Accolades:

- 1992: designed the first web site in Michigan & one of the first public Internet sites in the U.S.
- 1994: Awarded a "Yahoo Top Five Pick of the Day" - Michigan Department of Agriculture website.
- 1995: Awarded a "Yahoo Top Five Pick of the Day" - Michigan Secretary of State website.
- 1995: Awarded a "Yahoo Top Five Pick of the Day" - Sec. of State's "Kidz Discover Michigan" site.
- 2000: Sports Illustrated called Lansing Lugnuts website "A Major Presence" for a minor league team.
- 2001: "Lunchgoddess.com" website was a Finalist in the 2001 Webby Awards.
- 2001: Finalist in the Greater Lansing Entrepreneurial Awards.
- 2002: "Talkinsites.com" named "Top 25 Finalist" in the NY Times Ad Innovations Awards.
- 2003: The Great Lakes Entrepreneur's Quest awarded me 2nd place in Business Plan Awards.
- 2005: The Lansing State Journal (11/27) - I was compared to R.E. Olds, founder of Oldsmobile, as "a tremendous innovator in our time" because of my contributions in web based technology solutions.
- 2011: Awarded a 5-Day Cruise by Inspired Marketing because of my exemplary work.

Education:

Lansing Community College:
(Lansing, MI) Associate Degrees:
Commercial Art & 3D Animation

Olivet College: (Olivet, MI)
2 years
Studio Art Major / Teaching Minor

South Lake High School:
(St. Clair Shores, MI) Graduate