

## SUMMARY OF QUALIFICATIONS

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Flexible, goal-oriented communications professional with more than eight years of experience in the media industry. Extensive writing and editing experience. Responsive to fluctuating deadlines. Conscientious about all output reflecting the content and values of the company. Exceptional communication, analytical and problem-solving skills. Dependable team player. Able to manage a heavy workload while maintaining a consistently high standard of quality and accuracy.

## SKILLS

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- Proficient in both Mac and PC environments
- Adept in working with all facets of Microsoft Office
- Strong working knowledge of Associated Press Style
- Adobe Photoshop – expert level experience
- Adobe InDesign – expert level experience
- Adobe Acrobat – expert level experience
- HTML coding – expert level experience
- CSS – expert level experience
- Adobe Illustrator – moderate experience
- Dreamweaver – moderate experience
- Freehand – moderate experience
- QuarkXPress – moderate experience

## PROFESSIONAL EXPERIENCE

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### **Co-owner/cofounder; designer at Papersaurus Creative Rochester, NY • November 2011-present**

Papersaurus Creative was founded to fill a gap in the current greeting card market. We focus heavily on cards and art prints for life events in the LGBT community.

#### **In this position:**

- I design all products for the company.
- I handle all branding, marketing, budgeting, social networking, sales and e-commerce.
- Since its inception, Papersaurus has grown to include an e-commerce site, invitation design and ongoing presentations at art fairs.
- Papersaurus products have been included in stories on LGBT websites and featured on blogs and Pinterest.

### **Assistant Design Editor/1A at Rochester Democrat and Chronicle Rochester, NY • July 2011-April 2012**

I was hired for this position to use my extensive design and market trend knowledge to help increase single copy sales by making the front page design more bold and dynamic. In this position I worked on design packages centered around the 40th anniversary of the Attica prison riots, a special section on the 10-year anniversary of the Sept. 11, 2001 terrorist attacks and a section on Kodak's bankruptcy declaration.

#### **While in this position:**

- The cover I designed for the Sept. 11 anniversary was named one of the top 25 most moving covers by The Poynter Institute.
- The cover I designed for the Kodak bankruptcy filing was featured on Poynter.

### **Art Director at Insider Magazine Rochester, NY • September 2008-June 2011**

I was in charge of artistic content for Insider magazine, a free alternative weekly publication. I was the sole designer, building everything from Photoshop- and InDesign-intensive covers, to ensuring that the calendar had a cohesive, clean look each week. I also wrote, edited and proofread pieces for each issue. My goal was an accurate, well-designed magazine from cover to cover that appealed to our target audience.

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## While in this position:

- I coordinated, directed and styled weekly cover photo shoots with freelance and in-house photographers.
- I proofread and corrected the entire magazine each week and worked with production staff to make sure things ran smoothly throughout the printing process.
- I helped maintain the Insider website and social networking sites each week.
- I led weekly staff meetings about content and design, coordinating work with reporters, editors and photographers.
- I managed and trained Insider design interns.
- I worked with freelance writers to coordinate art for stories.
- I toned and retouched photographs.
- I maintained contact with and worked with a variety of local models.
- I won the 2010 Artist of Merit Award for work on the magazine.
- Insider placed third in New York among weekly newspapers with the Associated Press in 2009.

## Page designer/graphic designer at *Rochester Democrat and Chronicle* Rochester, NY • June 2004-September 2008

In this position I was the principal designer for *Weekend* magazine and designed the covers of that publication for three years. I also designed the front page, features, news and sports pages. I was responsible for editing stories, proofreading pages and getting them ready to go to press. I executed web updates and postings to the *Democrat and Chronicle* website. I worked with reporters and photographers to coordinate stories and art, and I taught Photoshop training classes to fellow employees.

## EDUCATION

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### Kent State University Kent, Ohio December 2002

- B.S. in Journalism and Mass Communication
- Graduated Magna cum Laude with honors, member of the Honors College
- GPA: 3.68 on a 4-point scale

### Springfield High School Akron, Ohio June 1998

- Graduated in the top 10, in a class of more than 300
- GPA: 3.86 on a 4-point scale
- Member of National Honors Society

## OTHER EXPERIENCE

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- Worked with ImageOut Lesbian & Gay Film & Video Festival to redesign the festival's promotional material, updating the look with a more modern and streamlined design.
- Worked with ImageArt! to design promotional materials for their exhibits, including developing a brand identity for a new development project.
- Worked with Community Christian Church on designing a more current website that expresses its progressive background and integrates social networking sites to reach a more diverse audience.
- Created greeting card company Papersaurus Creative.
- Worked with the nonprofit group Freedom Foundation of Southwest Virginia to develop a logo and brand identity for the project.