

SUMMARY OF QUALIFICATIONS

- 16 years experience in print marketing, web graphics and newspaper media.
- Six years experience in managing and mentoring graphic designers and photo editors.
- Proven track record of success in developing and collaborating on marketing strategy, then integrating it into creative marketing materials.
- Expert knowledge of Adobe Creative Suite, Acrobat, Microsoft Word, Excel as well as experience working with PowerPoint, Keynote, Freehand and QuarkXPress.

EMPLOYMENT

DESIGNER GANNETT CUSTOM MEDIA, MCLEAN, VA

2011-2013

- Issue editor for a variety of magazines produced and distributed nationally (Hispanic Living, 2012 Baseball Preview, 2012 NFL Draft Preview, 2012 Pets Guide): assigned stories, worked with a budget for freelance writers, edited content, managed copy editors and designers, approved layouts and worked with designers on cover layouts.
- Lead designer on specialty glossy magazines produced and distributed nationally, such as the 2012 Auto Guide, 2012 College Football Preview, 2012 NFL Preview, and 2012 Graduate School Guide.
- Managed a freelance budget, including working with freelance writers, photographers and graphic designers.
- All-around troubleshooter, checking pages, giving final approval for each issue before publication and sending to the printer.
- Apple and PC technology troubleshooter in department.
- Developed iPad apps for magazines to broaden availability of product.

SENIOR GRAPHICS DESIGNER, MARKETING

ERICKSON LIVING COMMUNITIES, CATONSVILLE, MD

2007-2011

- Mentored and acted as daily supervisor for two designers.
- Lead designer for the Erickson Tribune, a direct-mail broadsheet newspaper reaching more than 700,000 prospective residents. The Tribune consistently drives highly qualified prospects to Erickson's senior living communities. In April and May 2009, the Tribune was responsible for 81 of the 186 total settlements across the company, equaling approximately \$23.5 million in revenue.
- Led the complete redesign of the product to both reflect new branding, logo and strategy as well as to modernize the product for better ease-of-use for our readers.
- Regularly designed ads in the Tribune and brochures for the communities.
- Assisted in keeping the EricksonTribune.com web site updated with content and graphics; part of team charged with redesigning web site.

SPORTS LAYOUT EDITOR USA TODAY, MCLEAN, VA

2006-2007

- Coordinated and created graphics for weekly sports magazine.
- Designed daily pages including the USA Today front page.
- Designed and developed content for specialty issues (12 per year).

DEPUTY MANAGING EDITOR/GRAPHICS, DESIGN CHIEF, DESIGN EDITOR

USA TODAY SPORTS WEEKLY, MCLEAN, VA

2000-2005

- Managed staff of four to create covers and inside pages for a national weekly baseball/football publication. Organized cover photo shoots of Major League Baseball and National Football League players.

SPORTS DESIGNER/COPY EDITOR

PALM BEACH POST, WEST PALM BEACH, FL

1999-2000

- Designed page layouts, artwork and copy edited for the sports section.
- Editor of the Sunday sports section and designed all special sections.

DESIGNER/COPY EDITOR

SUN-SENTINEL, FORT LAUDERDALE, FL

1996-1999

- Edited photos, designed pages and copy edited stories for the newspaper's sports department. Designed special sections, including several during the Florida Marlins' 1997 World Series run.

EDUCATION

B.A., JOURNALISM UNIVERSITY OF KANSAS LAWRENCE, KS

1996

- Writer, Designer, Sports Editor and Editor for the school paper, The University Daily Kansan. Also worked as a part-time sports clerk and columnist for the Lawrence Journal-World.

AWARDS RECEIVED

2008 APEX Award Winner Maga-papers and Newspapers Print
for *Erickson Tribune* March 2008 issue.

2005 *USA Today* Enterprise All-Star: A yearly award given to
only 25 employees in the *USA Today* editorial department.

INTERESTS

Web design, playing softball and trying to keep up with my two children.