

Profile

Self-motivated, organized, and multi-talented individual committed to pursuing a long-term career as a successful marketing professional. Goal-driven achiever who can deliver results. Formal education and experience in the fields of marketing, advertising, sales and design.

Qualifications

- Demonstrated talent in analyzing, improving, and executing complex marketing processes.
- Exceptionally quick learner who requires minimal training, and has the ability to multi-task in a high paced environment.
- Dependable, responsible, and extremely organized individual with a strong work ethic.
- Comfortable taking on added responsibilities and making management level decisions.

Computer Skills

Mac OS 9-10.4, Windows 95-XP, Quark, Macromedia Dreamweaver, Flash, and Fireworks, HTML, CSS, Adobe Photoshop, Illustrator, and Indesign, Microsoft Office.

Experience

Musicorp, Charleston, SC
June 2004 - Present

Marketing Coordinator (Graphic Designer/Web Designer)

- Managed company's Customer Rewards Program. Designed website and all marketing materials which expanded customer participation by 26% in 2005.
- Responsible for design, re-design, and web maintenance of all company websites.
- Assisted in creating proprietary brand strategies for increased recognition of brands.
- Coordinated and designed various marketing promotions including company sale flyers, banners, posters, trade show materials and catalogs.

Djtet.com, Mt. Pleasant, SC
May 2001 - Present
Freelancer

- Met with clients to discuss their current marketing strategies and consummated projects from initial conception through completion.
- Successfully maintained strong client relationships while seeking out new business development.
- Created an identity based on the client's needs, directions, and target market to enable accurate representation of the client and their services/products.

Silkworm Inc., Mt. Pleasant, SC
April 2002 - March 2004

Customer Service Representative

- Communicated purchase order information between clients and all internal parties such as Art Dept., Manufacturing, Printing, Shipping, etc., to ensure proper completion of orders.
- Designed multiple databases, using Microsoft Access, resulting in less use of paper materials and easier accessibility to order information by all employees.
- Streamlined procedures by implemented new pricing methods and improved pricing forms.

Educational Background

Hendriks Institute, Lindenhurst, NY
January 2001

Graphic Communications Certification
- Graphic/Web Design

University of South Carolina, Columbia, SC
December, 1998

Bachelor of Science in Business Administration
- Major: Marketing and Management