

Experience

Freelance Graphic Design & Copywriting

January 2006 – present.

- Clients include Kaplan Publishing, East Coast Extreme, Union League Boys & Girls Clubs, Leukemia & Lymphoma Society, ULC 3 Foundations, Digital Direction, Avarent LLC, and A&D Media.

Freelance Marketing

Hilton Publishing: December 2008 – present

- Various marketing support including yearly sales catalogs, materials for sales force, and publicity.

HarperCollins Publishers, In-House Advertising Agency, New York, NY

Associate Director of Advertising, November 2002 – January 2004; Senior Advertising Manager, October 2001 – November 2002; Advertising Manager, December 1999 – October 2001.

- Managed workflow and supervised HarperCollins advertising, totaling \$5 million in media spending.
- Conceived and executed advertising campaigns for New York Times bestselling authors, including multi-media campaigns that included television, print, online, and radio.
- Wrote copy for national radio, print, movie screen, billboard, online, and television campaigns, including new taglines for New York Times bestselling authors Elmore Leonard “Always Judge a Book by its Author” and Dennis Lehane “One Book Won’t be Enough.”
- Supervised Advertising Associates for various genres (academic, mystery, romance, science fiction, mystery).
- Participated in brainstorming media campaigns to increase sales and visibility of authors and titles.
- Organized and oversaw contracts, media estimates, and booked media.
- Found low-cost media solutions reaching national audiences.
- Created department procedures and proofreading standards for newly formed in-house ad agency.

Avon Books, New York, NY (HarperCollins purchased Avon Books in Nov. 1999)

Advertising/Promotion Coordinator, March 1999 – November 1999;

Advertising/Promotion Assistant, March 1998 – March 1999.

- Coordinated all aspects of the sell-in sales catalogs, monthly sales kits, and materials for sell-in, sales conferences, and meetings, including copywriting and working with designers and production.
- Attended and worked at national trade shows as a representative of Avon Books.

Skills

- Microsoft Office: Word, Excel, Access, PowerPoint & FrontPage 2003
- Adobe Creative Suite 2: InDesign, PhotoShop & Illustrator

Awards/Interests

- Leukemia & Lymphoma Society IL Chapter: The DeVilliers Distinguished Volunteer Award, 2007 & 2008
- Leukemia & Lymphoma Society, National Chapter: Chairman’s Citation Award, 2008
- Union League Boys & Girls Clubs: Bronze Presidential Service Award
- Chairman: Union League Boys & Girls Clubs Volunteer Associate Board
- Broadening horizons through cooking, sewing, language (Spanish & French), and art history classes.

Education

- Simpson College, Indianola, IA – Bachelor of Arts Degree in Communication Studies, Minor in Management
- Micro Train Technologies Classroom Seminars: Adobe InDesign CS, Levels 1 & 2; Adobe Illustrator CS, Level 1