



SUMMARY

A creative graphic designer, fine artist and illustrator offering prospective employers a myriad of skills that encompass effective communications, detail-oriented organization and team compatibility, combined with passion and energy to apply to any situation to meet client/customer needs.

BUSINESS SKILLS & PROFICIENCY

- Design Software proficiency in Adobe Creative Cloud Versions of Photoshop, Illustrator, InDesign, Dreamweaver, Acrobat Professional; some A/V production./conversion experience and music track editing.
- Social Media Technologist: Maintain accounts for strategic marketing to targeted audiences on behalf of clients.
- Photography: Freelance portraiture photography for Real Estate professionals and Publicity Event Photography.
- Marketing & Public Relations expertise in media relations, strategic planning to targeted markets,
- Copywriting & Editing for promotional materials - advertising, sales pitches, telemarketing scripts, media news releases, corporate announcements, fundraising, leadership speeches and presentations.
- Print and Digital Publications: Extensive experience in content copywriting, editing, art direction, graphic design, web site development & design, and all print pre-press production phases.
- Strong interpersonal skills to interact effectively in public forums as host / emcee; broadcasting voice-over; theatrical performance, and is a classically trained singer.
- Proficiency in Microsoft Word, Excel, PowerPoint
- Database Collection & Conversion to Design Applications, Data Entry, Tracking and Recordkeeping,
- Specializing in InDesign DataMerge import to Layout Format.
- Keyboard speed 80 - 90 WPM

EXPERIENCE

GRAPHIC DESIGNER & PUBLICATIONS EDITOR • ART DIRECTOR SOCIAL MEDIA MARKETER • PRINTING BROKER • DESIGN SOFTWARE TUTOR

Logo Branding Marketing Consultant & Sales: Creative Promotions, a division of *Global Trading Inc. ASI #526082*
Clients include: Arid Bilge Systems, Cristopher & Weisberg PA, MTS Yachts Management, Shuichi Take Fitness

Graphic Designer: *Contract Basis, Roher-Sprague Partners, Irvington, NY, 2006 - Present*

Responsible for concepts, design, and copyediting for print and web collateral materials for projects ranging from retail ads to conference registration brochures, mailers, ads and web banners for worldwide medical conferences. Responsible to Sue Ann Sprague, 914-591-2500 (sueann@rohersprague.com)

Publications Editor/Conference Logistics Coordinator: *Demy-Colton Life Science Advisors, LLC, NY, 2013 - 2016*

Responsibilities include design & print production of biotech conference handbooks; attendee and speaker relations, online editing of presenter profiles database, hotel/site planning & special events; and on-site conference management support. Working cooperatively with nationwide team. *Conferences in Philadelphia, San Francisco, Napa Valley.*

Conference Handbook Editor: *Biotechnology Industry Organization, Washington, DC, 2008 - 2013*

Responsible for content and editing of corporate submissions by global biotech companies, medical device developers, big pharma, and medical research facilities. Annual Contract for six conferences; Copywriting additional information and proofreading of submitted staff contributions. Responsible to Wesley Triplett (Retired).

Art Director & Advertising Manager, Part-Time Contractor *Garment Corporation of America, 16 Years*

Management of marketing, in-house graphic design & art direction of product catalog and trade advertising for industrial uniform manufacturer. All product photography, catalog and direct mail promos design & print production; product-launch marketing; sales team PPT presentations and all collateral materials (spec sheets, brochures, newsletters, swatch cards) and trade-show displays & logistics. Responsible to Lloyd Bennett, VP, Marketing (Retired).

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Public Relations Manager, Part-Time *Jewish Community Services of South Florida (formerly JFS), 16 Years*
Served as Contract Graphic Designer, Public Relations and Development Manager for annual donor appeal campaign, event coordination; graphic design and pre-press production of all brochures and newsletters; Conceptualized and designed hundreds of invitations and auxiliary materials for 16 branch offices and nearly 20 agency programs.
Responsible to David B. Saltman, President (*Ret.*), 305-968-1271.

Publications Editor & Art Director, Seasonal *Big Brothers Big Sisters of Greater Miami, Three Years*
Freelance supervision of all aspects of 50-page event program/ad journal including coordination with content writing, editing submitted biographies, photoediting, and pre-press production. Additional graphic design and logo design projects for various programs and fundraising events. Responsible to Lydia Muñoz, President & CEO, and Laurie Gunn, Director of Marketing, 305-644-0066.

VOLUNTEERING

Social Media Volunteer: *Coral Springs Artist Guild, 2018*

Exhibit Intake Volunteer: *Broward Art Guild, 2017 & 2018*

Web Site, Social Media & Special Events Coordinator: *Curtain Call Playhouse, 2014 - 2017*

EDUCATION

B.A., Mass Comm in Journalism & Graphic Design, University of South Florida, Tampa, FL

A.A., Journalism, Catalyst Newspaper Editor, Miami-Dade College South, Miami, FL

Design Samples at: FawnAllen.com/portfolio.html

Writing Samples Available upon Request.

Professional & Personal References Available Upon Request.