

PROFILE:

Graphic design professional with an extensive background in creative services and marketing communications. Adaptable problem solver who consistently meets urgent and critical demands by integrating technology, resources, and creativity. Artist with business acumen who will exceed expectations.

ABILITIES:

Graphic design for print, video and online advertising
Web design (HTML, CSS, CMS, email and UI)
Copy writing, editing and proofreading
Marketing communications strategist
Strong verbal, presentation and written communication skills
Project management - organized in task management of multiple projects
Effective leader, trainer and personable co-worker

SOFTWARE:

Adobe Photoshop, Illustrator, Dreamweaver, Acrobat and InDesign
Camtasia: video capture and editing
Microsoft Office 2010: Outlook, Word, Excel, and PowerPoint
Cross Platform - efficient in both Mac and PC environments

CAREER EXPERIENCE:

Marketing Communications Coordinator/Art Director - Home Buyers Marketing, Inc.

January 2010 – present

Created online and print marketing materials for the largest online real estate company in the US. Worked with client's ad agencies to ensure legal compliance of real estate regulations. Strategically planned, developed and distributed marketing materials. Provided editing, proofreading and approval of advertising and training pieces.

- ~ Constructed layouts, graphics and wrote copy for print, Web, video and e-mail marketing campaigns
- ~ Developed logo standards and wrote style guide to maintaining consistency for three separate brands and 30+ products
- ~ Guided group projects as a department liaison between Marketing and IT departments

Graphic Designer / Marketing Communications Consultant - Liz Cameron Creative

May 1999 – June 2010 (concurrent with full-time positions below)

Provided graphic design and marketing communications services to various clients. Projects included a full range from logo design and illustration, layouts for brochures, postcards, signage, circulars, POP kits, magazine ads as well as custom websites, (X)HTML formatted e-mail campaigns and animated graphics.

- ~ Balanced tasks, due dates and budget constraints
- ~ Utilized current technologies for illustration, image editing, page layout and digital production
- ~ Print estimation, proofreading, preflight and project coordination

Graphic Specialist / Global Database Manager - Adstream America, Preflight Services Division

February 2005 – October 2007

Responsible for a specification database that provided preflight processing and electronic ad delivery. Service utilized by ad agencies to send files directly from the designer's desktop to multiple production destinations worldwide.

- ~ Developed and managed workflow for entering publication spec data into the database, insuring publishers received files that conform to more than 280 publication-specific pre-press validation checks
- ~ Supervised the quality of the data entry team, efficiently adding over 2,400 publications
- ~ Communicated directly with representatives from major ad agencies such as Arnold Worldwide, BBDO, and Leo Burnett, and large publishers such as Time, Hearst and Meredith

“ Only good words describe Liz and her work. Working with Liz is easy as she has the right temperament and talent. Work is completed on schedule and she is interested in getting it right every time. I've worked with many designers over the years and Liz is at the top of my list.”

~ John Lane, Entrepreneur
(Repeatedly hired Liz as a Graphic Designer)

“ Liz managed our publication database team, which was a large and very exacting undertaking. Her knowledge and understanding of the technical requirements that make for good graphic files is excellent. She maintained meticulous records to keep track of the spec entry for each of the thousands of publications entered. Liz is very knowledgeable, extremely organized and dependable.

~ Marianne McCormack, Tech Support Manager, Adstream

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CAREER EXPERIENCE:(continued)**Creative Supervisor - SUPERVALU Creative Services West, Aurora CO**

January 1997 – May 1999

Lead special projects and routine circular production in a centralized advertising production facility serving over 2,000 retail stores nationwide, generating nine billion dollars in annual sales. Hired as the Creative Supervisor, promoted to Creative/Production Supervisor, then Interim Manager.

- ~ Exceptional people skills; effective communicator and negotiator increasing value of vendor services
- ~ Provided technical and creative direction for 24 artists, 2 proofreaders and 4 supervisors, producing more than 35 weekly circulars, distributed nationwide
- ~ Critiqued and guided the creative on all special event promotions including grand-opening events, promotional calendars, POP kits, themed inserts, loyalty marketing promotions and in-store signage
- ~ Facilitated communication between retail account managers and production staff for three regions
- ~ Developed employees through training, performance reviews and improvement actions

**Electronic Designer >> Production Coordinator >> Production Supervisor
SUPERVALU Northern Region Advertising, Hopkins, MN**

October 1991 – May 1995

Created weekly circulars and special event promotions for grocery stores in Minnesota, North & South Dakota and Iowa (Serving retail names such as SUPERVALU, New Market, County Market, and Bylerly's.) Hired as an Electronic Designer and rapidly promoted to Production Supervisor.

- ~ Responsible for photo direction and electronic archive of images
- ~ Created new circular templates and production procedures to gain efficiencies across multiple departments as well as with external vendors
- ~ Coordinated with vendors to ensure timely production, correct versions and shipment of ads
- ~ Performed page layout, proofreading and ad trafficking functions
- ~ Dependable and adaptable worker, able to perform as a part of a team, as well as independently to increase department productivity



Liz is a great designer to work with; she gets it done right the first time. She needs little work direction, and is very dependable. She also goes the extra mile to deliver more than you asked for. Her design work is simple, yet effective - and gets the message across in an easy to follow and effective manner. I would highly recommend working with Liz.

~ Heidi Johnson, Advertising Manager
Managed Liz directly at SUPERVALU, Inc.

EDUCATION:

Associate of Applied Science – Interactive Media/Graphic Design – Minnesota School of Business/Globe University
(Maintained 4.0 GPA, Graduated with Highest Honors • 3/2010)

Commercial Art/Advertising Design Diploma – Hennepin Technical College

Bachelor of Fine Arts – Minnesota State University – Graphic Design (93 out of 129 credits completed)

Career Training:

- ~ Dale Carnegie Leadership Training for Managers
- ~ Supervision I & II
- ~ Focused Interviewing
- ~ Personal Effectiveness
- ~ Time Management
- ~ Team Building
- ~ Project Management (PMI - MN)
- ~ OMS: Social Media Marketing



I am pleased to write this letter of recommendation for Liz Cameron. She has taken several classes with me, and has exceeded my expectations in all courses. Liz demonstrated a thorough understanding of all concepts covered and successfully innovated her projects far beyond what was covered in class.

~ Michael Chau, Interactive Media/Graphic Design
Program Coordinator at the Minnesota School of Business

