

Education

April 2011 New Horizons, Mechanicsburg, PA, Certificate for completing Excel Level 1
February 2010 New Horizons, Mechanicsburg, PA, Certificate for completing Flash Level 1
May 2009 Pennsylvania College of Art & Design, Lancaster, PA
Bachelor of Fine Arts, Graphic Design

Experience

2009 - Present

Graphic Designer

Hershey's® Ice Cream

- Worked with the Marketing Director to update the Hershey's Ice Cream brand
- Fulfilled custom project requests including custom menus, price cards, large scale truck decals, large scale window graphics, brochures, sales books and other assorted P.O.P.
- Created a new ordering system for non-English speaking ice cream dealers
- Established an organizational system for file storage
- Created 3D mock ups and mounted presentations
- Designed and assisted in designing various packages
- Coordinated meetings and communications between the Marketing Department and important outside companies via e-mail, and phone
- Developed and implemented a plan for design materials for the annual company wide Sales Meeting
- Established a method of tracking web activity
- Assisted in designing the HIC website
- Coded (using XHTML, XML and CSS), and updated design and content for the HIC website which has generated new business interest from 1,363 parties (as of Sept. 2011), over 107 of which have been signed on as new accounts. These accounts have accumulated \$223,124 of new sales!
- Designed, oversaw the implementation of, and maintained the HIC Dealer Site, HIC Dealer Forum, and HIC Consumer Blog
- Developed, designed, coded, and implemented the HIC Sales Resource Site which has improved productivity and brand awareness company-wide

2008 - 2010

Founder & Graphic Designer

SimplicityStudio

- Designed the identity, collateral and website for SimplicityStudio
- Promoted the company to potential clients
- Designed a brochure for the Harrisburg University of Science and Technology
- Created the identity for Jawabu Africa/One Life Africa

2008

Graphic Design Consultant

GeoNova Publications, Lancaster, PA

- Designed the page content, cover and packaging for the Discovery™ Earth Book, which exceeded sale expectations by selling over 15,000 copies
 - Assisted publications team with page layouts, design elements, and publishing multiple works
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Affiliations

American Institute of Graphic Design, Design Can Change

Skills

Microsoft Office Suite: Word, PowerPoint, Excel,
Adobe CS3: Photoshop, Illustrator, InDesign and DreamWeaver,
Typing: 75-80 wpm, excellent design sense, general organizational skills, friendly, punctual, professional, cooperative, outgoing and willing to learn.