

GRAPHIC DESIGNER

Solid experience in print media, sales and customer services; strong organizational and team skills; accomplished in graphic design

- Designed, edited and produced award winning product catalogs and advertisements.
- Significantly raised company's bottom line through new approaches to advertising.
- Key contributor in launching brand new products in the food and healthcare industries.
- Wrote highly impacting articles for The Miami Herald.
- Participated in competitive college team sports for winning varsity swim and crew teams.

Highly motivated, goal-oriented, with a solid work ethic; who performs extremely well under tight deadlines with multiple projects; provides strong leadership to teams and collaborates extremely well with key stakeholders.

CORE PROFESSIONAL STRENGTHS

Journalism and print media expertise  
Marketing and advertising  
Leadership skills  
Editorial expertise

Graphic design expert  
Accounting experience  
Highly competitive and team-focused  
Strong presentation skills

PROFESSIONAL EXPERIENCE

MEDIA AND GRAPHIC DESIGN SKILLS

• **Communications Director, City Nutritional Technologies, LLC / Boston, MA** 8/2005-Present  
Responsible for all graphic and written communications. Design and edit corporate identity, catalogs, brochures and flyers featuring dietary supplements. Plan and implement all promotional material for products including decals, print advertisements and direct mail and email marketing campaigns to a 1,000,000+ mailing list. Launch brand new products such as *GameDay*, including product testing, package design and advertisements. In charge of all photography.

• **Communications Director, Camp USA / Boston, MA** 3/2005-8/2005  
Organized International Training Camps for Triathletes. Responsible for acquiring sponsorships from major corporations such as TYR and Nike. Implemented marketing and advertising campaigns for the training camps. Persuaded famous athletes to speak at the training camps. Designed and updated a new computer-based database system with 5,000+ clients. Designed and maintained Camp USA and triathlon store website. Created new logo and graphic advertisements for the company and each training camp. Coordinated with hotel, airlines, DMC, etc. for clients to purchase total travel package.

• **Freelance Reporter, Boston Herald / Boston, MA** 8/2003-12/2003  
Wrote feature and human-interest articles for the Neighbors Section of the Boston Herald.

• **Organizations Editor, Boston University Yearbook / Boston, MA** 8/2001-5/2003  
Designed and Edited the Organizations Section of the Ibis Yearbook. Organized and coordinated professional group photo sessions for the 300+ organizations on campus. In charge of assigning staff members articles to write. Liaison between student organizations and the Ibis Yearbook. Consistently met tight deadlines.

LEADERSHIP, CUSTOMER SERVICE AND SALES SKILLS

• **Accountant/Executive Secretary, Killington Services Corporation / Boston, MA** 3/2006-Present  
Manage company's multi-million dollar accounts using QuickBooks. Excel at secretarial tasks such as dictation, filing, faxing and answering phones. Restructured office accounts from QuickBooks to Peachtree resulting in easier account management.

• **Assistant Crew Leader, Cold Stone Creamery / Boston, MA** 12/2004-5/2005  
In charge of opening and setting up store. Mastery of suggestive selling leading to increased sales and client relations.

• **Fundraising Chair & Senior Events Chair, Tau Sorority / Boston, MA** 2/2004-5/2005  
Designed and implemented various fundraising projects to raise over \$3,000 for Susan G. Komen Breast Cancer Research and Awareness. Trained, coordinated and led 120 women who participated in the fundraising events. Planned and implemented events for member retention of 32 Seniors.

• **Executive Secretary, H. Sears Insurance Company / Boston, MA** 5/2002-8/2002  
Designed and updated a new computer-based database system. Restructured office to a paperless environment. Enhanced client relations resulting in improved customer loyalty. Excelled at secretarial tasks such as dictation, filing, faxing and answering phones.

• **Sales Associate, Williams-Sonoma Company / Boston, MA** 12/2001-5/2003  
Sales Associate at Hold Everything and Pottery Barn. Designed new floor displays for Pottery Barn. Improved sales and service adding to bottom-line revenue. Mastered bridal registry and client relations.

**COACHING AND MENTORING SKILLS**

- Child Caretaker, Various Privately Owned Businesses / Boston, MA** **2000-Present**  
 Caretaker for children ages 3 months – 8 years. Teach preschool and kindergarten-age appropriate tasks. Travel abroad with families to care for and oversee children. Supervise children when their parents are out of town.
- Preschool Teacher, Brown Academy / Boston, MA** **6/2004-8/2004**  
 Responsible for creating and implementing, songs, projects and religious teachings for 20 children age 4.
- Mentor, Association for Retarded Citizens / Boston, MA** **Summers 2000-2001**  
 Responsible for teaching age appropriate and simple job skills to adults with Down Syndrome, Autism and Cerebral Palsy.
- Swim Instructor, Brighton Country Club / Boston, MA** **Summers 1995-2004**  
 Taught swimming skills to children ages 3-8 of various swim levels.

**EDUCATION**

**BOSTON UNIVERSITY**, Boston, MA  
*Bachelor of Science in Communications*, May 2005 - GPA: 3.46  
 Majors: Print Journalism and Psychology

Honors: Editor of the Year, Provost Honor Roll, President’s Honor Roll, Athletic Director’s Honor Roll, Panhellenic Association Outstanding Academic Achievement Award

Skills  
 Accounting, Business Marketing Writing, Fireworks, Illustrator, InDesign, Microsoft Office, Access, Excel, Power Point, Pagemaker, Peachtree, Photoshop, Quark, QuickBooks, Web Page Design; Conversive in Spanish and Sign Language

**ACTIVITIES**

Big Brothers/Big Sisters Mentor Program; Arthur Beach State Park Environmental Specialist; Gamma Sigma Alpha Honor Fraternity; Bulldogs Help the Hometown; Race for the Cure; Think Pink for Breast Cancer Research and Awareness; Triathlon Club; Varsity Crew Team; Varsity Swim Team; Water polo Club; Tau Alpha Sorority.