



Recent Employment

Marketing and Design Manager

Art and Culture Center of Hollywood: February 2003 to present

- > Created and updated marketing plans
- > Planned marketing budget, including print advertising, radio advertising, and direct mail
- > Plan design and production schedules for collateral marketing pieces
- > Design of materials including booklets, ads, brochures, rack cards, forms, billboards, and clothing items
- > Work with staff in creating copy for above
- > Managed in-house printing as well as printing by outside vendors
- > Planned and supervised bulk mailings
- > Directed outside designers working on projects for the Center.
- > Set and enforce a consistent visual identity across materials created by a variety of individuals

Office Manager, Graphic Design and Media Manager

Art and Culture Center of Hollywood: March 2000 to February 2003

- > Conceived and designed print materials including print ads, flyers, brochures, posters, signs, postcards, newsletters, and booklets.
- > Designed and implemented the Center's website (www.artandculturecenter.org), including all creative and technical work.
- > Managed printing budget, selecting printers and working closely with them to obtain the appropriate cost vs. quality for each printed piece.
- > Wrote press releases.
- > Copy-edited materials such as newsletter articles and gallery text.
- > Provided computer support for the Center's twelve employees.

Administrative Assistant

City Manager's Office, City of Hollywood: January 1999 to March 2000

- > Oversaw the revision and publication of major City publications including the Homeowner's Guide and the Neighborhood Association Handbook.
- > Updated and maintained City resources such as the Civic Association List and the database of contact information for officers of neighborhood associations and Steering Committees.

Computer Skills

- > Fluent in InDesign, QuarkXPress, Photoshop, Illustrator, and Dreamweaver, as well as many other programs including Microsoft Excel, Word, PowerPoint, Access, as well as networking and Internet software.
- > Working understanding of XHTML, CSS, PHP, and MySQL
- > Comfortable on Macintosh and Windows computers.
- > Extensive experience with software and hardware installation and troubleshooting.
- > Programming background, including experience with Visual Basic, Pascal, and HTML.

Education

- > Bachelors of Arts, Florida International University, 1997.

Other Interests

- > Self taught artist and musician on several instruments.
- > Webmaster/designer of www.criticalmiami.com, www.msg-inc.org, and www.alesh.com.

Portfolio

- > Call to schedule in-person portfolio review or for digital portfolio.