

Ms. Davis has over fifteen years of marketing and design experience, and is an experienced video producer, applying creativity and strategic thinking to all projects. Strengths include project management, ability to create designs and concepts based on understanding of advanced layout principles and aesthetics while meeting multiple deadlines, a disciplined work ethic, and a willingness to learn and succeed.

## experience

### **Video Production:**

- Sole responsibility for all promotional and marketing videos, including:
  - Setup (lighting, testing audio and staging)
  - Filming and direction of on-screen talent
  - Editing with quick, 1-day turn-around time for most videos
- Creation of all graphics and effects used in promotional videos
- Sample videos:
  - Promotional: <http://bcove.me/ifvnd0my>
  - Promotional/animation: <http://bcove.me/xfcsgyti>
  - Recorded webinar: <http://bcove.me/165xn82q>
  - "Talking head": <http://bcove.me/tjksgk1x>

### **Graphic Design:**

- Logo design for businesses and events
- Photo correction and composites
- Layout and design of business stationery (letterhead, business cards, envelopes)
- Product label design
- Brochure, flyers, advertisements

### **Event Management:**

- Lead organizer for all logistics including: promotion, content, meals, registration, agenda and execution
- Event manager duties include site management and logistics, lead generation and follow-up, booth development and messaging, publicity and event presentations
- Responsible for day-to-day details including registration, coordination of staff
- Create all collateral material including advertisements for industry trade journals, course schedules, event guides, and signage
- Participated in the strategic planning and creative program concepts which increased attendance of signature event by 15% annually and grew attendance by 126% from 2005 to the present
- Turned unprofitable events into money makers by adding \$150,000 of profit annually to the bottom line within two years of joining the company

### **Marketing:**

- Create, design, and write copy for brochures, direct mail pieces, emails, web banners, and advertisements
- Designed branding campaign for corporate subsidiary to ensure consistent messaging across all marketing collateral materials
- Oversee relationships with outside contractors including printers, shippers, and promotional product companies
- Improved effectiveness of email campaigns through the management of emailing program that tracks deliverability rates, open rates, and click-throughs
- Assist in the creative concepts, designs, and coordination of outside vendor promotional materials and course schedules under the direction of the Director of Marketing and the Director of Education

## work history

<b>PSA Security Network   Westminster, CO</b>	
Multimedia & Events Management	2013 to 2015
Marketing Specialist	2005 to 2013
Marketing Administrative Assistant	2003 to 2004
Executive Administrative Assistant	2002 to 2003
<b>CD Graphics &amp; Design   Denver, CO</b>	
Freelance graphic design	1999-Present
<b>CNH (Case New Holland)   Racine, WI.</b>	
Accounts Payable Specialist	1998 to 2002
<b>Andis Company   Racine, WI.</b>	
Marketing Assistant	1986 to 1993

## education & experience

Gateway Technical College: Associate of Arts in Graphic Design

### Design Programs:

- FCP 7
- Adobe Creative Suites:
  - InDesign
  - Photoshop
  - Illustrator
- PageMaker
- Microsoft Office

*Samples of my work can be currently viewed at [www.buyPSA.com](http://www.buyPSA.com) and [www.psaTEC.com](http://www.psaTEC.com)  
Additional references and portfolio available upon request.*