

## QUALIFICATIONS

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Graphic Designer with over thirteen years of experience in print design, packaging, brand identity, marketing, advertising, sales collateral, and web content. Experience working closely in a cross-functional team environment to ensure projects are completed within specs and exceed expectations. Other attributes include a self-starter attitude with a love for the latest technology and trends in design in order to enhance skills as a designer and marketing professional.

## EXPERIENCE

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### **MB2 Designs, Cincinnati, OH • Owner/Creative Mastermind - 9/2000 to Present**

*[Brands worked on: RCSN, Salvey Sticks, Cincinnati Area Doula Society, potluckily.com, University of Cincinnati and Rock n' Aspire ]*

- Cultivates and manages packaging, brand development, Wordpress sites, marketing collateral and advertising projects from start to finish.

### **United Pet Group, Cincinnati, OH • Senior Graphic Designer - 6/2011 to 6/2015**

*[Brands worked on: FURminator®, Dingo®, Nature's Miracle® and Littermaid®]*

- Manages the global design for United Pet Group's Companion Animal brands to ensure consistency and accuracy. Experience includes: 45 FURminator SKUs (does not include international), 180 Nature's Miracle SKUs and 300 Dingo SKUs.
- Develops new sub-brands and line extensions package designs, while working with cross-functional teams on naming and product development positioning strategies.
- Provides leadership and support to Associate Designers and helps motivate the team by staying up-to-date on design trends.
- Collaborates with brand management team to meet objectives and launch go-to market strategy for each brand, including all packaging, in-store/POS, website, sales collateral and other promotional programs.
- Coordinates with sourcing team and package engineers to meet design objectives and deliver projects on time and on budget. Also, works together with external customer partners such as printers and retailers as needed.
- Designed packaging for new FURminator® SKUs for 2015 launch that will generate an estimated \$8.5MM in new sales.
- Responsible for a new package design for Dingo®'s USA sourced Chicken Jerky that is now the brand's top grossing product sold in WalMart over \$7MM.

### **Fifth Third Bank, Cincinnati, OH • Graphic Designer - 2/2010 to 6/2011**

*[Internal customers include: all Fifth Third LOB's and internal clients across Fifth Third Bancorp]*

- Developed and executed branded materials and marketing communications for Marketing Directors across the Fifth Third footprint. Experience includes: in-branch collateral, assets for 53.com, online banner ads, program logos, product promotional materials, event materials and newsletters.
- Partnered with internal clients to develop collateral to promote initiatives to employees and customers within Fifth Third Bancorp.
- Managed relationship with internal clients on each job to ensure timely feedback, approvals, and delivery of final art to selected vendor.
- Collaborated on internal department teams to encourage a culture of positive learning and growth.
- Completed over 606 jobs as one of three designers in first year on the Creative Services Team and saved the Bank over \$1MM in agency fees.

### **RGI Inc., Cincinnati, OH • Senior Graphic Designer/Strategist - 9/2008 to 2/2010**

*[Brands worked on: Dole Fresh Vegetables, Kroger, Mike-sell's Potato Chips, Kicks for Kids and WILD Flavors]*

- Designed artwork and wrote copy for printed pieces and websites to promote clients' services and products. Experience includes: brochures, in-store signage, packaging, forms, coupons, banners, print ads, client swag, photography, and illustration.
- Created art for electronic media and online communication objectives. Experience includes: email marketing, online ads, video art direction, websites, content management systems and social media.
- Managed client relationships on all web projects from start to completion to ensure deadlines were met, correct processes were followed and websites launched on time and on budget.
- Provided guidance based on client's objectives to printers and other project partners regarding design-related issues.
- Launched RGI's first Wiki to keep employees up-to-date on internal processes and encourage knowledge-sharing opportunities among departments.
- Administered RGI's Twitter account and Facebook page to keep fans and followers up-to-date.

## EXPERIENCE *(continued)*..

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### **Intrinzic, Inc., Cincinnati, OH • Senior Graphic Designer - 06/2007 to 9/2008**

### **Intrinzic, Inc., Cincinnati, OH • Graphic Designer - 06/2002 to 06/2007**

*[Brands worked on: US Bank, First Transit, WellPoint, Baker Concrete Construction, Transit Authority of Northern Kentucky, Boys & Girls Club of Greater Cincinnati and Kenton County Public Library]*

- Produced cutting-edge creative solutions for a wide range of print applications to achieve client communication needs. *Experience includes: annual reports, quarterly and monthly publications, flyers, posters, ads, direct mail, brochures, brand identities and branded marketing collateral.*
- Managed brand identity standards for US Bank and other clients to ensure adherence in creative execution.
- Directed and consulted on all client photo shoots.
- Encouraged development and growth of Junior Print and Print Designers in project management, concept development and program skills.
- Established traffic management and work planning processes for the creative and production teams.
- Researched stock photography resources used by entire creative team and managed the budget for image purchases/subscriptions.
- Functioned as Design Representative in client meetings.
- Self-managed all assigned design projects: set milestones and time frames, managed budget and resources.

## EDUCATION

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### **University of Cincinnati, Master of Science, Marketing, December 2007**

*Coursework: Advertising & Promotion, Marketing Strategy, Services Marketing, Business-to-Business Marketing, Marketing Research, and Consumer Buying Behavior.*

### **Art Academy of Cincinnati, Cincinnati, Ohio: Bachelor of Fine Arts, Graphic Design, 2000 - 2002**

## ACTIVITIES

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### **University of Cincinnati, College of Business • Business Mentor Program - 3/2011 to 6/2011**

- Acted as a mentor to a sophomore student enrolled in the pilot program within the COB.
- Guided and supported emerging leaders at the UC's COB to be business professionals and develop soft skills for the business environment.

### **American Marketing Association, Cincinnati Chapter • VP of Volunteer Committee - 4/2009 to 6/2011**

- Provided leadership to a committee of four AMA members to grow and maintain a satisfied group of 112 volunteers.
- Partnered with other board members to shape the direction of the Cincinnati Chapter of the AMA.

### **University of Cincinnati, MS-Marketing Program • Marketing & Design Consultant - 9/2008 to 12/2010**

- Co-managed the creative process in the development of a recruitment video for the Masters of Science of Marketing program.
- Designed and managed the development of posters to promote three years of MS-Marketing Capstone projects for the annual UC Marketing Summit.

### **American Marketing Association, Cincinnati Chapter • Committee Member - 7/2006 to 7/2010**

- Pioneered the Volunteer Committee with the first VP in 2006 and set the foundation for growth and retention of volunteers.
- Established best practices and coordinated events that led to a 50% growth in volunteers.

## HONORS AND AWARDS

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United Pet Group, Best in Show Award Recipient – September 2012

Fifth Third Bank – Partner of the Year (Corporate Communications), December 2010

American Marketing Associate – Board Member of the Month, November 2009, December

American Marketing Association – Volunteer of the Month, October 2008

Intrinzic – Applauz Award for outstanding performance, 2nd Quarter 2008

Intrinzic – Trinzy Award for outstanding performance, June/July 2005