

Professional Experience

Independent Project Management

1/2003 - present

- > Work with a variety of clients on projects and strategies.
 - Consult with clients on marketing strategies and programs (online and print), help implement and produce marketing materials, including newsletters, e-newsletters, direct mail and advertising. Develop search engine strategies and help with implementation.
 - Project Management – manage projects, programmers, designers and clients for projects including Web applications, Web site builds and rebuilds, and on-going site-maintenance projects.

Current clients include:

- >New Hope Natural Media, Boulder – Maintain 6 trade show and conference web sites using client-created tools, HTML, and CSS. Proof for content and adherence to established standards and assist with development of new pages and sections.
- >Consensus Tools, Boulder – Maintain website, create and manage marketing programs. Create search engine strategy and set up and maintain Google Ad Words program. www.consensustools.com
- >Blue Wing Consulting, Boulder – assist with ongoing marketing projects and office management. www.bluewingconsulting.com
- >Art and Soul Gallery, Boulder – create and distribute monthly email newsletters and layout and production of monthly postcards. Project manager for the development and deployment of the gallery administration and Content Manager. www.artandsoulboulder.com
- >Tatjana Studios, Boulder – consult on strategy for web changes and updates, added ecommerce, news and events sections. www.tatjanastudios.com
- >Nederland Area Historical Society – designed and coded redesign of their Web site. Ongoing maintenance and support. Currently a Board Member in charge of marketing and PR. www.nederlandmuseums.org
- >Nederland Area Chamber of Commerce – project manager on redesign and launch of new Web site. Assisting in integration of Content Management System. (Launch date 11/07) www.nederlandchamber.org
- >Component Systems for Turf, Fort Collins – created the structure, designed and coded redesign of this company's Web site. Provide ongoing maintenance and support. www.compsysforturf.com

Vermilion Design, Boulder, CO - Project Manager

4/2000 – 12/2002

- > Worked as Project manager for Vermilion who had a variety of clients from small not-profits to large consumer goods.
 - Managed identity projects including product and brand identity development and implementation.
 - Managed collateral and advertising development, including creative and copywriting. Managed media and ad schedules.
 - Managed Web site development and production from initial strategy, through design and production and programming. Tracked and managed the process, client expectations and final launch. Developed Vermilion's Web site design processes and procedures.

Profile Design/Cymbic Interactive, San Francisco, CA - Account/Production Manager

1997 – 2000

- > Worked as first Production Manager and then Account Manager for full service graphic design agency.
 - Streamlined agency processes from account, creative and production departments for a significant decrease in expenses.
 - Responsible for all production and trafficking of ongoing collateral, identity and advertising projects. Managed media schedules for several clients with ongoing programs.
 - Brand and product identity development and implementation for high tech and B2B companies.
 - Managed overall collateral development including managing creative teams, developing content and establishing production standards.
 - Managed Web site design and development and online marketing strategies. Developed Web site design process and procedures.

Yeo Design, San Francisco, CA - Account/Office/Project Manager**1995 – 1997**

- > Project Manager for a small graphic design agency specializing in the design of computer gaming and software packaging, high end collateral and Web site development and design.
 - Wrote proposals and plans for product/project launches.
 - Functioned as project and production manager, for annual reports, product packaging and advertising projects and the very first Web site projects.
 - Managed office processes and procedures, implemented time tracking and project management to understand the company's profitability and financial position. Established billing procedures for timely invoicing.

International Video Network, San Ramon, CA - Creative Services Manager**1993 – 1995**

- > Managed a creative services department for a company that produced and distributed travel and special interest videos.
 - Developed and managed the creation of marketing materials for several product lines of travel and special interest videos marketed to consumers and businesses and schools.
 - Managed creation and production of new and existing video packaging.
 - Managed departmental budget.
 - Worked collaboratively with sales department.

PC/Computing Magazine, Foster City, CA - Marketing Specialist**1990 – 1993**

- > Managed the development and production of marketing and sales materials, programs and events for a high-tech magazine published by Ziff Davis. During the 3 years at PC/Computing the magazine went from a start-up functioning in the red to a successful and profitable magazine.
 - Created marketing project plans and goals. Managed copywriters, designers and printers.
 - Helped with subscriber and advertiser research projects.
 - Managed budgeting and budget allocation for new and ongoing projects.
 - Marketing and Administrative Assistant to the Associate Publisher for 6 months.

Cable Co-op, Palo Alto, CA - Marketing Coordinator**1987 – 1990**

- > Developed and produced sales materials, and advertising and marketing campaigns for a cooperative that provided cable television service to a very diverse area.
 - Developed successful retention programs for existing subscribers.
 - Monitored and tracked campaign results to determine scope of future campaigns.
 - Managed marketing budget and allocated and tracked expenditures for marketing and advertising.

Education

- BA, Marketing, University of Northern Colorado
- UC Berkeley and San Francisco State University: continuing education in Graphic Design and Project Management

Extra Curricular

- Board Member/Marketing & Communications – Nederland Area Historical Society, Nederland, Colorado
- Volunteer – Nederland Area Chamber of Commerce, Nederland, Colorado
- Owner – Dog House Videos – Nederland, Colorado

Summary of Skills

- Web and Internet - Develop strategies, technical and functional specifications, and creative briefs. Manage clients, vendors and internal and external teams in creating and producing Web sites for a wide variety of clients and industries. Proficient with CSS, HTML, Dreamweaver, Illustrator and Photoshop.
- Management and Marketing - Develop marketing and advertising campaigns for print and Web, write creative briefs and develop program goals including tracking and evaluating marketing efforts. Manage and track budgets, time lines, and profitability. Proficient in MS Office applications.
- Production and Traffic - Manage production and traffic departments, buy art and printing, and manage vendors, timelines and production budgets. Work with account managers to determine the scope of projects, resource needs, and write proposals. Responsible for the allocation of resources to assure that jobs are completed profitably and work with accounting to make sure invoicing is timely and correct. Proficient in Quark, Photoshop, Illustrator and Acrobat as well as MS Office applications.