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KEY SOFT SKILLS

- Superior problem-solving skills
- Able to juggle multiple projects, adjust to shifting priorities
- Remarkably quick study
- Calm and focused under deadline pressure
- Highly intelligent, excellent communicator
- Great sense of humor

KEY HARD SKILLS

- Strong, versatile writer/editor
- Art director, graphic designer for print and web
- Experienced project manager/producer
- Software proficiency: Photoshop, Illustrator, InDesign, Acrobat, Quark Xpress, Dreamweaver, Flash, Microsoft Office
- Both Mac and Windows OS capable

PROFESSIONAL EXPERIENCE

Freelance/Various Clients

Oct. 2002 to Present

Writer/Designer

Have worked as both a writer and a designer, as well as proofreader, on catalogs, logos, brochures, ads, invitations, websites, annual reports, white papers and other projects for clients such as BioCentury Publications, Northwestern University School of Medicine, Acco Brands, UTStarcom, and Cardinal Health, and on a pro bono basis for organizations such as Lake County Council Against Sexual Assault, the Career Resource Center and Citizens Alert.

Elite Graphic Images, Ltd. Northbrook, IL

Sept. 2000 to Oct. 2002

Writer/Producer/Designer

As first staff writer hired by this 35-person design shop, I was responsible for all copywriting functions, including print, web and multimedia projects, proposal writing and other external written communications, while simultaneously serving as senior level print designer, multi-media producer, project coordinator, and account executive, as required. Took lead on projects requiring high-level conceiving. Good client presentation skills.

Significant accomplishments included:

- Research, writing and production of a 30-minute multi-media presentation on CD-ROM to educate physicians on the science behind Abbott Laboratories' newest HIV drug.
- Concept, copywriting and execution of creative for Abbott foundation's presentation to global HR meeting, including scripting for live talent and speech writing.
- Management of all creative in year-long distribution channel incentive program for Abbott Animal Health.
- Produced winning entry in holiday giftwrap design contest sponsored by Wicklander Printing/Potlatch Papers.

Wremarketable Graphic Design Mundelein, IL

1986 to 2000

Owner/Designer/Copywriter

A Mac-based design "pioneer," I formed one of the first area businesses offering desktop publishing services, developing and refining my own skills as the technology itself advanced.

- Provided design, production and copywriting services, specializing in identity packages, one to four-color catalogs, brochures and packaging, ads, newsletters and presentations for a diverse client list.
- Involved in all aspects of business, including tech support/troubleshooting, print and equipment purchasing, employee management, and account servicing.

Mills Communications Chicago, IL

1981 to 1982

Copy Supervisor

This senior copywriter role at a small advertising agency involved handling a variety of accounts including retail, financial and auto, working on print advertising, print collateral and radio spots.

American Hospital Supply Corp./Hospitex Div.

1979 to 1981

Copywriter/Production Coordinator.

Responsible for creative concept, research and writing of all print materials for offsite division of hospital supply distribution firm. Oversaw all aspects of design and production, including original photography and 4/C printing.

Ogilvy & Mather Advertising/Chicago

1976-1979

1978-1979 Copywriter

Responsible for research, original concept development and copywriting for Sears home fashions account, primarily national print ads.

1976-1978 Creative Staff Assistant/Agency Proofreader

Involved in all support functions for creative team on Sears home fashions account. Duties included traffic functions, liaison with client, legal and account teams, and merchandise coordination for photography shoots.