
EDUCATION

B.A., Mass Communications, University of South Florida, Tampa, FL *Minors in Journalism & Graphic Design*

SKILL SETS & COMPUTER PROFICIENCY

- Proficiency in digital graphic design for brochures, catalogs & price lists, newsletters, logos and stationary, direct mail; point-of-purchase, product technical specs.
- Proficiency in creative copywriting for advertising, public relations and fundraising development.
- Expertise in troubleshooting files and file conversions from different applications and platforms.
- Advance proficiency in the following design software: Adobe Creative Suite 3: Photoshop CS3, Illustrator CS3, InDesign CS3, DreamWeaver CS3, Acrobat Professional 8.0. Moderate experience in Flash CS3.
- Intermediate proficiency in the following: PC Windows XP operating platform; MS Excel, Powerpoint and Word.

EMPLOYMENT and SELF-EMPLOYMENT

Roher-Sprague Partners, Irvington, NY (www.rohersprague.com); Contract basis, full-time designer.

Responsible to: Sue Ann Sprague, Partner, 914-591-2500 (sueann@rohersprague.com)

Responsible for print and web collateral materials for one major client's projects from April, 2007 thru May, 2009 which included concepts, design, and copy-editing of worldwide conferences brochures, mailers, ads and web banners.

Graphic Designer /Advertising Manager / Art Director, In-house Contract at 20 - 30 hrs. per week

Garment Corporation of America, 1990 - October 2006

Responsible to: Lloyd Bennett, Vice President of Marketing, 305-469-5100 (retired 9/06)

Responsible for creative concepts, copywriting, design, art direction of photography, print production of trade advertising campaign, direct mail promotions, product brochures, product sheets and swatch cards, web site design and maintenance, in-house stationary, sales kits, and customer newsletters for the promotion of product line to nationwide network of uniform dealers & distributors. Design of all digital presentations (PPT) for sales team of six reps. Overall management of advertising and marketing services including budget and traffic.

Annual Projects for Big Brothers Big Sisters of Greater Miami, Miracle Makers, 2003 - 2009

Responsible to Laurie Gunn, Director of Marketing, 305-644-0066. Freelance editing, copywriting and graphic design and logo design for invitations & e-vites, and ad journal/programs for fundraising events.

Jewish Community Services of South Fl. (former JFS), 1984-2003

Graphic Designer and PR/Development Manager, Part-Time In-house Contract

Responsible to: David B. Saltman, President & CEO, 305-899-1587 (retired 6/08)

Duties included annual fundraising event coordination; fundraising appeal copywriting, design and pre-press production of development materials to contributors and prospects, design of all event invitations and stationary design and production for 16 branch offices, copywriting and design of agency newsletter to contributors, website design and maintenance. Also responsible for total marketing of specific mental health programs including design of all collateral materials such as logos, brochures, ads and seminars, as well as the marketing of those programs to the community.

OTHER EMPLOYMENT HISTORY

Professional Proofreader for Biotechnology Industry Organization, Washington, DC, Oct. 2008 to Present: BIO India, Sept. 2011
Freelance Projects for Complete Conference Management, Kendall, Fl / Chapman School, Miami / Hebrew Academy, Miami Beach;
Community Relations Coordinator, Coral Reef Hospital, Miami, FL 1983-1984; Public Relations Officer, Chase Federal Savings Bank, Kendall, FL 1980-1982; Public Relations Associate, Greater Miami Jewish Federation, 1978-1980

WEBSITE DEVELOPMENT, DESIGN & MAINTENANCE

Tir De Retreat Center: tirderetreatcenter.org; Message 2 You Information Site: msg2you.info; David Meulemans, Entertainer: DavidMeulemans.com; Prestige Accounting, prestige-accounting.com; Fawn Allen Creative Services, FawnAllen.com; Former webmaster Bankruptcy Legal Assistants Association for the Southern District of Florida

Sue Ann Sprague, 914-591-2500
Partner, Roher-Sprague Partners Design
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Irvington, NY 10533

Lloyd Bennett , 305-469-5100
Former Vice President, Marketing (Retired)
Garment Corporation of America
801 Arthur Godfrey Road
Miami Beach, FL 33140

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Former President & CEO (Retired)
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Dr. Dennis Dubin, Au.D., CCC-A, 954-437-1766
Doctor of Audiology
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Pembroke Pines, FL 33027
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Laurie Gunn, 305-644-0066
Vice President, Marketing
Big Brothers Big Sisters of Greater Miami
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lgunn@bbbsmiami.org

Fawn Allen Creative Services

PAST CLIENT ROSTER: The Chapman School; Gulliver Academy; Hebrew Academy of Greater Miami; Complete Conference Management (Baptist Health Systems), Mount Sinai Medical Center, The Wien Center, Miami Beach; 8-Minute Dating Events Coordinator; The Continental Companies: Sheraton River House and Sheraton DCOTA, Biscayne Bay Tower Development Team, Miami; Pyramid Photographics, Coral Gables; National Institute of Balance, North Miami; Dubin Audiology, Pembroke Pines; Dr. Henry Glick, Chief of Staff, Baptist Hospital, Miami; Dia, Inc. Computer Cables, San Francisco; Perini Communications, Miami Lakes; Spector/Ancher, Coral Gables; Com. Relations Coordinator / Sundance Ranches Newspaper Editor, W-G Dev. Corp., Sun City Ctr, FL