



## ***Fawn Allen***

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### **RESUMÉ**

#### **Advertising Manager & Graphic Designer, Garment Corporation of America, 1990 - October, 2006**

Responsible to: Lloyd Bennett, Vice President of Marketing, 305-469-5100 / 305-531-4040

Overall management of advertising and marketing services including budget and traffic; Design of digital presentations (PPT) for sales team. Responsible for creative concepts, copywriting, design and print production of trade advertising campaign, direct mail promotions, product brochures, product sheets and swatch cards, as well as in-house stationary, sales kits, and customer newsletters for the promotion of product line to nationwide network of uniform dealers, distributors and textile rental companies. Company website design and maintenance, and responding to customer requests for marketing consultation and materials to boost sales of GCA product line.

#### **Annual Projects for Big Brothers Big Sisters of Greater Miami, Miracle Makers, 2003 - 2006**

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.

#### **Public Relations Manager, Jewish Community Services of South Fl. (former JFS), 1984-2003**

Responsible to: David B. Saltman, President & CEO, 305-899-1587 (retired as of 6/2008)

Served as Public Relations and Development Coordinator for first 15 years. As part-time contract employee was responsible for annual fundraising event coordination; emotional appeal copywriting, design and pre-press production of development campaign materials disseminated to list of 10,000 contributors, event invitations, collateral design materials and letterhead/business card design and production for 16 offices. Program logos and seminar marketing. Responsible in years 1984-2000 for copywriting and design of agency newsletter disseminated contributors. Website design/maintenance.

**Community Relations Coordinator, Coral Reef Hospital, Miami, FL 1983-1984**, Lynda Kunz, Mktg. Director

**Public Relations Officer, Chase Federal Savings Bank, Kendall, FL 1980-1982**, Lucien Proby III, VP Adv.

#### **Public Relations Associate, Greater Miami Jewish Federation, 1978-1980**

Responsible to: Arthur Flink, VP, Communications. Editor of community newsletter for 55,000 donor base; concept and copywriting for fundraising materials; news release copy and dissemination; coordination of media news conferences; special events coordination; production of solicitation training videos.

#### **Web Site Designer and Developer providing ongoing design, copywriting & maintenance:**

**Message 2 You Information Site:** msg2you.info • **Tir De Retreat Center:** tirderetreatcenter.org

**David Meulemans, Entertainer:** DavidMeulemans.com

**Former webmaster, 4 years: Bankruptcy Legal Assistants Association for the Southern District of Florida**

**CURRENT & PAST CLIENTS:** 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 Community Relations Coord. & Sundance Ranches Newspaper Editor, W-G Dev. Corp., Sun City Center, FL

### **COMPUTER PROFICIENCY**

*Advanced Skills:* Macintosh: Photoshop CS3, InDesign CS3, Illustrator CS3, InDesign CS3, DreamWeaver CS3, Acrobat Professional 8.0, early Quark, MS Office: Word, Excel & Powerpoint. Audio & video editing.

### **EDUCATION**

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