

professional experience •

Hachette Filipacchi Media U.S. ELLE | New York, NY 03.07–Present

Designer [02.11–Present]

- Designs promotional materials for print such as in-magazine and outdoor advertising, invitations, presentations, event collateral, brochures and sales materials. And for the web: microsites, email blasts, web ads and graphics the ELLE iPad™ app
- Ability to learn and use new technology

Creative Services Manager [03.07–02.11]

- Design manager for the ELLE creative services department, captures and tracks all projects
- Assess workload of designers and delegates assignments; serves as graphic designer as well
- Researches and executes all production for projects which include print projects (such as invitations, brochures, packaging) and premiums
- Handles pre-production and positioning of in-book ads
- Constructs comps and presentation boards for ELLE's sales staff
- Organizes and categorizes all art files; supports sales and marketing in obtaining imagery for presentations
- Responsible for determining staffing needs of department and hiring freelancers

Condé Nast Publications VOGUE | New York, NY 05.04–03.07

Production Manager [09.04–3.07]

- Integral member of a ten person art department
- Managed the production of VOGUE magazine's promotional materials
- Worked with design, promotion, sales and event staff to guide projects through the approval process
- Negotiated pricing and awarded projects to vendors. Worked with budgets upwards of \$75K
- Responsible for paper and material selection, managed press checks, color correction and ensured highest quality was achieved
- Maintained budgets and developed print schedules
- Oversaw the monthly promotional page and VOGUE bus campaign
- Managed and designed advertiser email blasts
- Maintained job reports and executed advertiser rebills

Freelance Project Manager: Shop VOGUE [06.04–09.04]

- Independently managed ShopSeptemberVogue.com, an online shopping site featuring 400+ ads from VOGUE magazine's September issue

Time Inc. TEEN PEOPLE | New York, NY 01.00–05.04

Creative Services Manager [06.02–05.04]

- Oversaw day-to-day operations of the TEEN PEOPLE creative services department
- Worked in partnership with designers to create and execute promotional material for the magazine
- Wrote copy for all promotional material
- Managed the execution of photoshoots for special advertiser projects
- Advertising Production Manager [1.00–6.02]
 - Managed the production of ads within magazine
 - Transitioned TEEN PEOPLE from outsourcing to insourcing ad production and achieved a 100% digital environment
 - Developed workshops for the ad production staff

M. Shanken Communications MULTIPLE TITLES | New York, NY Advertising Production Coordinator 05.97–01.00

- Inspected ad material for six publications
- Reviewed insertion orders, ensured size and positioning requirements were met on pagination

education •

Bradley University | Peoria, IL
B.S. Communication: Advertising
F.I.T. | New York, NY
A.A.S. Communication Design

computer skills •

Adobe InDesign, Illustrator,
Photoshop, Quark Xpress, Flash,
Dreamweaver, Custom Show,
Word, Excel, and Power Point

volunteer •

Tribeca Film Festival | New York, NY
Screening Department 2006-2010