

Work Experience

Legacy Marketing Partners (Chicago, IL)

Creative Business Manager

2010 – 2012

- Managed day to day operations and financial planning of agency's internal creative department
- Produced job estimates, timelines and scopes of work while reconciling specs with account teams
- Managed workflow for department; hired freelancers as needed
- Sourced, implemented and trained staff on new job tracking and timesheet system
- Acted as liaison between creative department and account teams, mediating and solving issues
- Sourced vendors for digital projects, tracked job progress and reconciled payment
- Tracked revenue and issued reports to senior management

Senior Account Supervisor

2010

Account Supervisor

2007 – 2010

Senior Account Executive

2004 – 2007

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- Managed multiple nationwide marketing programs for Jameson Irish Whiskey, The Glenlivet Scotch, Chivas Regal Scotch and Olmeca Altos Tequila, including on-premise sampling programs and large scale event tours in 30+ cities
 - Served as primary contact for clients including National Brand Managers and VPs
 - Led creative process for developing programs with clients from start to finish
 - Controlled all project management, timelines, planning, workflows, logistics, goal tracking and reporting of results internally and externally
 - Collaborated with digital vendors for program microsites and apps, leading the design and user interaction process
 - Assigned projects to internal creative department and managed production of all print POS, giveaways, signage and collateral materials
 - Assisted with design and launch of field staff intranet for event tracking and reporting, working closely with end users to ensure proper usability
 - Hired, trained and supervised HQ staff, Brand Ambassadors, tour staff and contractors
 - Managed total budgets equaling \$5 Million annually, with record of delivering exceptional results by an average of 10%-15% below budget

Mid-America Sports & Events Group (Chicago, IL)

Event Manager

2003

- Planned and executed seven charity golf tournaments, including the Mike Ditka Hall of Fame Golf Classic
- Designed, edited and produced event press releases, brochures and sponsor solicitation materials
- Repaired and redesigned company website to improve customer experience

Marketing Event Partners (Atlanta, GA)

Event Manager

1999 – 2003

- Planned and executed 20 charity golf tournaments, including the nationwide Arby's Charity Tour
- Coordinated events with local chapters of Big Brothers Big Sisters and Boys & Girls Clubs
- Managed all aspects of events including budgets, staffing, inventory, literature, signage, scripts, floor plans, timelines and staff travel arrangements
- Created, designed and implemented new company-wide databases to increase team productivity

Other Experience & Skills

Freelance Design

2009 – Present

- Freelance creative designer specializing in small business web design
- Experience with new site launches and existing site redesigns
- WordPress blog integration, PHP, search engine optimization and Google Analytics
- Some work with logo design and photo retouching

Other Computer Skills

- Extensive experience with:
 - Mac OSX
 - Adobe CS (Photoshop, InDesign, Fireworks, Flash, Dreamweaver)
 - MS Office (Word, Excel, PowerPoint, Outlook)
 - MS Visio
 - MS Project
 - FileMaker Pro and Bento
- Some exposure to iOS development and Xcode

Education

Jameson Madison University (Harrisonburg, VA)

B.B.A. – Business Management and Entrepreneurship

1995 – 1999

Sessions College for Professional Design

Web Design Certificate Program

2009 – 2010

- Coursework included XHTML/CSS, JavaScript, Photoshop, Fireworks, Flash, user experience (sitemaps, mood boards, wireframes, user personas, usability testing) and typography
- Design work nominated by instructors and featured in school-wide student gallery