

## PERSONAL SUMMARY

Confident, passionate, and creative graphic designer with extensive experience working with digital media, print, video, and photography. Experienced with Adobe Creative Suite, particularly Photoshop and Illustrator, and has a vast knowledge of typography. Deadline-oriented individual with 18 years of experience in the graphic design industry, working on various projects from social media content to comprehensive rebranding projects.

## WORK EXPERIENCE

### MedHealth Partners | Digital Media Manager | 2017 - Running

- Brainstorms and collaborates with the Marketing and Business Development team in conceptualizing +250 graphic projects to promote brand discoverability and engagement. These projects include graphics for national conferences, websites, ad campaigns, social media, logos, print, video, and company apparel
- Performs complex photo manipulation and color correction for 100+ ad images
- Manages digital media work plan and deliverable calendar. Ensures that high-quality work is delivered on time and on budget
- Creates graphics for email campaigns using Salesforce Marketing Cloud and Constant Contact, which resulted in a 20% increase of target audience and 10% increase in new leads
- Manages all stages of digital video production from development to pre-production, production, and post-production, working with the marketing team to ensure videos are executed, approved, and within budget
- Deploys strong storytelling and (visual and audio) aesthetic instincts to bring abstract concepts ideas to life
- Produces, directs, and edits content from live events, webinars, national conferences, and other remotes as needed
- Help write and edit scripts and notes as needed
- Produces and organizes video/photo shoots
- Operates a wide range of video, lighting, and audio equipment at professional levels
- Creatively edits video footage into powerful narrative arcs that may not have been apparent during pre-production
- Researches, gathers, clears elements for video, including stock footage, music, and logos
- Evaluates video analytics to improve performance and deliver on traffic, branding, and engagement goals
- Creates supporting graphics and animated web banner ads as needed
- In-house photographer for website, print, ceremony awards, advertising, and national conferences
- Assists marketing team with the management of the WordPress website for Angel MedFlight, Medway Air Ambulance, and MedHealth Partners
- Maintains a strong commitment to achieving optimal fiscal performance
- Develops and maintains positive working relationships with supervisors, peers, and subordinates
- Creates and designs a monthly employee newsletter
- Manages social media accounts for Angel MedFlight, Medway Air Ambulance, and MedHealth Partners
- Conceptualized and designed the branding (name, logo, colors) of a sister company ([astoriaairambulance.com](http://astoriaairambulance.com))
- Created website and social media accounts for Astoria Air Ambulance

## TECHINICAL SKILLS

### Software

18-year experience with Adobe Photoshop, Illustrator, Premiere, After Effects, Media Encoder, and Sorenson Squeeze.

### Equipment

SLR Cameras, cinema cameras, and lighting equipment

### Platofrms

Mac and Windows

### **Higley Unified School District | Multimedia Development | 2007 - 2017**

- Communicated with public relations officer to optimize photography for web, video, and literature
- Handled collaboration with District personnel in developing, directing, and shooting artistic videos
- Successfully assembled and prepared two and three-point in set lighting
- Liaised with District personnel around the shooting area to ensure proper coordination
- Recorded, edited, and matched audio to movie projects using external equipment
- Utilized dollies, cranes, and steadicams to provide dynamic shots
- In-house photographer for athletics, graduations, awards, and other district events
- Ensured high-quality end product through effective evaluation, reviewing, and editing of shots and films
- Prepared project for rendition, compression, and packaged for proper medium
- Collaborated with district personnel in purchasing new video equipment
- Designed, developed, and managed the Higley Unified School District website
- Worked on various types of medium for projects, including annual reports, presentations, awards, and statistical data to relay information to district personnel, students, and the community
- Maintained document library, event calendar, and athletic schedules
- Facilitated meetings/training for district personnel and school staff on web applications
- Interfaced with school personnel regarding school and district activities for media and web coverage
- Facilitated multimedia, logos, and graphic projects to district personnel for district media coverage
- Interacted with district staff to coordinate announcements, surveys, and district-wide news

### **The Arizona Republic | Graphic Artist | 2004 - 2007**

- Created graphic materials for the newsroom department of the Arizona Republic, a Gannett newspaper
- Consulted with reporters and designers to create graphics, info graphics and page layouts
- Revised and updated master style sheets and layout forms to accommodate new page dimensions
- Prepared instructions and trained new personnel on graphic-management software
- Utilized communication skills as a creative liaison between designers and reporters

### **Film Zambia | Director of Cinematography | Summer 2006**

- Director of cinematography and photography for the feature film "BadTiming" and the first independent Zambian film "Voices of an African Nation"
- Communicated with the director and lighting and audio personnel to set up and shoot scenes while innovatively resolving ongoing challenges with framing and color
- Film shot entirely on location in Zambia, Africa, within a strict 30-day shooting schedule.
- Supplied support to post-production in logging, capturing, and editing video
- Collaborated with crew on lighting, art direction, and cinematography
- Assisted as Unit Photographer for documentary

### **Mortenson Construction | Freelance Photographer | 2005 - 2009**

- Captured images using a variety of digital Single-lens reflex cameras and lenses. Projects included: Gilbert Big League Dreams, Chase Park scoreboard and suite renovations, Phoenix Harmon Library, ASU Weatherup Center, L.A. Dodgers & Chicago White Sox spring training facility, and ASU Football.
- Liaised with sales and marketing personnel to optimize promotional materials and literature

## **EDUCATION**

**Associate of Arts  
Degree in Desktop  
Publishing and Graphic  
Design**

Mesa Community College

**Associate of Arts  
Degree in General  
Studies**

Arizona Western College