

# PROFESSIONAL ACCOMPLISHMENTS

## DESIGN AND ART DIRECTION

- Implemented advertising and design strategies reflecting the national brand image of my freelance clients; SuperValu, Cub Foods, Green Giant Fresh, Best Buy, Sam Goody, Media Play, Suncoast, Fingerhut, Sox Appeal, Rhino Markers, Brenton Engineering and many other local accounts.
- Designed in-store permanent signage and print ad campaign for Cub Foods Rancher's Preferred Branded Beef Program, yielding a 17% increase in beef sales since the start of the ad campaign. The Rancher's Preferred campaign won Best of Show and Best Advertising Campaign at the National Grocers Association 2005 Creative Choice Awards.
- 1998 Musicland Group, Inc. President's Award Winner for job excellence  
2001 Buffalo News Best Catalog DMP award  
2003 MN PRSA Classic Awards Winner for a Cub Foods Brochure Design  
2005 National Grocers Association Creative Choice Awards Best of Show and Best Advertising Campaign winner for Cub Food's Rancher's Preferred Branded Beef campaign

## MANAGEMENT

- Creative Manager of Media Play's National Brand. Oversaw a \$2 million annual print budget, which included a \$150,000 weekly print insert program for 70 retail store locations.
- Developed process engineering improvements for routing, printing, invoicing and account receivables. Created and published style guidelines and standards for design, logo usage and writing consistency for national brands such as SuperValu, Best Buy and Musicland.
- A member of several fast-paced and highly productive advertising and design teams. Successfully demonstrated the ability to manage creative teams and multiple projects simultaneously from concept to project completion.

## PROFESSIONAL EXPERIENCE

- Over 17 years of experience in graphic design, creative direction, brand marketing, budgeting and marketing supervision. More than 3 years of experience in food related design and advertising.
- Extensive knowledge in the following media: web site development and design, sheet-fed and web press advertising, outdoor, print promotions, direct marketing, newsletter development, catalog design and art direction, environmental graphics, newspaper advertising, package design, trade & entertainment magazines, trade shows, and TV & radio advertising.
- Experienced in teaming with: print production, copywriters, proofreaders, traffic, electronic production, imaging, legal, trend and outside suppliers. Hired, trained and developed advertising and production staff.
- Developed, organized and implemented marketing plans for KO Creative, The Big Day, Inc., Hair Profiles, AMP<sup>2</sup> and Tikkun-LKM Productions.
- Member of Team Miliona, Tornado Days Committee, Alexandria Downtown Merchants Association., Alexandria Chamber of Commerce
- Education Coordinator for BNI Minnesota's Viking Referrals Chapter

