

OBJECTIVE | Seeking creative position in a company with growth opportunity.

Very capable, energetic, witty, positive, resourceful, social, boistrous, persistent, organized professional who seeks/implements efficiency and excellence. A natural leader who loves to have fun. Creative thinker, bold and unafraid to try new or revamp old ideas, a self-starter. Excellent communicator who loves working with all people. Available for travel.

SKILLS

Marketing

- Identify/define target audiences. Create promotions for lead generation, product launches, VAR development.
- Branding, building product/service awareness. Campaign strategies. Direct mail campaigns combining print & electronic. Construct polls, surveys, questionnaires.
- Research demographic profiles, create custom marketing tools.

Website, print design & creation

- Design, brand, and build web brochure, catalog, database, and ecommerce websites for Unix/Apache/FreeBSD servers.
- Setup website with over 200 affiliate store accounts, custom online Visa® Gift Card eCommerce and SSL.
- CSS web templates, interactive animation using rollovers, image slicing, animated cells.
- Package design for mass market consumer retail products.
- POP displays, planograms for national and international food packaging brands.
- Channel marketing B2B (VAR) packaging, branding, logo, identity packages, collateral, custom ad specialty items.
- Trade show booth signage, logo, illustration, collateral, brochures, promotion.

SOFTWARE

- MAC, PC, Linux, Unix
- Adobe CS3 Premium Design Suite (Photoshop, Illustrator, InDesign, Acrobat, Dreamweaver, Flash), Image Ready, Fireworks, Quark Express, MS Office Suite (Word, Powerpoint, Excel), Filemaker, Quickbooks
- CSS, XHTML, DHTML, PHP, MySQL, Perl, SHTML, RSS, Javascript.

WORK HISTORY

1979 – present | Liz Rogers Design | SF Bay Area, CA | Freelance Designer, Principal
2007 – present | Restoration Hardware | San Mateo, CA | PT Sales, Stock, & Visual Merchandising
2007 – 2008 | Williams-Sonoma | San Mateo, CA | PT Seasonal Help
2006 – 2007 | Thunder Valley Casino | Lincoln, CA | PT Cook
2003 – 2006 | Talking Points Professionals | Fort Collins, CO | Freelance Designer
2003 – 2006 | Awbrey Corporation | Bethlehem, GA | Freelance Designer
2000 – 2003 | West Valley Flying Club | San Carlos, CA | PT Front Desk

PROFESSIONAL DEVELOPMENT

Foothill College, Los Altos, CA – General academic studies, foreign language
Mission College, Santa Clara, CA – Graphic Arts & Marketing
College of San Mateo – Business Management

HOBBIES/INTERESTS

Culinary, health and fitness, real estate, GA – solo student, SCUBA, fishing, entertaining, people, computers.