

**PROFESSIONAL  
SUMMARY**

Award-winning designer with extensive background in graphic design, print production, and project management; experience in packaging and web design; passionate about design and its ability to engage an audience through clever use of typography, image, and color, while promoting a company's branding; known for strong organizational skills, thorough attention to detail, adhering to the highest creative standards, working well with others or independently in an effort to meet deadlines, while maintaining a sense of humor and balance, and an eagerness to learn new things; unique ability for solving design dilemmas.  
Proficient in Mac environment using Adobe Suite, with working knowledge of Word, Excel, Power Point, and Acrobat.

**PROFESSIONAL  
EXPERIENCE**

**GRAPHIC DESIGNER (Self-Employed)  
DeMarco Design, Northern California 2010 – Present**

- Created four 50+page booklets, plus coordinating collateral materials, for local client depicting furnishings for the Rental Program portion of the Four Seasons Resort & Residences in Calistoga, CA.
- Worked with Lake County Winery Association Director to create marketing campaigns that drew attendees from various regions to local wine competitions and events. Designed logos; posters; postcards; online, print, and bus advertising; tickets; and other materials to strengthen branding and create excitement for these successful events.
- Created new branding for local winery (including redesign of website) to coordinate with design of new tasting room. Designed labels for several local wineries.
- Completed a variety of projects for local and national clients including design and layout of monthly magazine for home owners association, resulting in increased readership; online newsletters; labels, tags, and brochures for local olive oil producers; invitations; stationery; logos; print and digital advertising which attracted national media attention and resulted in a 120% increase in website views.
- Annually design (pro bono) fundraising invitation package for Boston-area non profit organization.

**DESIGN MANAGER / SENIOR GRAPHIC DESIGNER  
Princess House, Inc., Taunton MA 2000 – 2010**

*(International direct-selling company of cookware, decorative and table-top products)*

- Reduced annual pre-press and printing costs \$20K by negotiating pricing and managing designers to prepare better print-ready files.
- Redesigned and updated quarterly catalogs which brought new life to products and resulted in an 18% increased readership and sales.
- Credited with creating a 12% increase in business for the more than 15,000-member field sales organization through well-designed, multi-lingual collateral materials including catalogs, magazines, brochures, logos, training and recognition materials, CD/DVD labels and jackets, as well as displays and large-scale signage for off-site events. Improved company branding efforts through project management of print and web publications.
- Produced labels and packaging for a line of all-natural specialty foods which ultimately won a national packaging award for the company.
- Instrumental in creating cooperative team effort within 13-member creative group (including three direct reports), consequently producing consistent and persuasive messaging.
- Created LEAN archive file system for storing images and jobs on the department server, which enabled all users to find files quickly and easily.
- Color-proofing experience and a keen eye for detail were instrumental in monitoring off-site printing of catalogs, resulting in fewer customer service complaints about misrepresented products.

## PROFESSIONAL EXPERIENCE

(cont'd)

### GENERAL PARTNER / CREATIVE DIRECTOR

DeMarco & Freeman Marketing Communications, Pittsfield MA 1989 – 2000

(International marketing / advertising agency)

- Designed, implemented and supervised creative concepts and production of advertising campaigns, logos, full-color magazines, stationery products, direct marketing packages and other print/video/electronic collateral materials, and products for a variety of clients.
  - Direct mail campaign for a London-based wine magazine that needed to increase its meager U.S. subscription base, resulted in a 3% return and conversion rate.
  - A struggling community college slated for closure was ultimately re-funded by the state after a major redesign of their alumni magazine brought much-needed media attention and increase in donors.
  - In the face of potentially losing its biggest client to a new competitor, the nation's leader in sample manufacturing for the building industry retained the account after proving that it could keep them on the cutting edge with innovative ideas. The creation of a Contractor Sales Kit ultimately won an industry award for new product design.
- Managed and directed various creative staff including artists, photographers and production freelancers, holding them to a high standard of design and professionalism.
- Managed clients and vendors during all aspects of projects, from pricing through production.

## EDUCATION

### FASHION INSTITUTE OF TECHNOLOGY

New York NY

- Degree: AAS Fashion Illustration and Advertising Design

### BERKSHIRE COMMUNITY COLLEGE

Pittsfield MA

- Degree: AAS Visual Arts

## AWARDS & RECOGNITION

- 2012 Winner, logo design contest for Extreme Prospector / *The New 49ers*
- 2007 American Package Design Award / Graphic Design USA
- 1999 Excellence in Communication & Graphic Design Award / *Graphic Design USA*
- 1998 First Prize winner, Holiday card design contest / *National Music Foundation*
- 1996 Silver Hammer Award / *Excellence in Marketing for the Building Industry*
- 1995 Excellence in Design / *SD Warren Idea Exchange, Boston MA*
- 1993 Member of the Year / *Business & Professional Women, Berkshire County MA*
- 1992 District Medallion Award (Silver) / *National Council for Marketing & Public Relations*
- 1992 District Medallion Award (Bronze) / *National Council for Marketing & Public Relations*

