



Sebastopol, CA
suz@thewrightdesign.com

Deadline-Oriented • Quality Directed • Detail-Attentive • Stress-Tolerant • Self Motivated • Team Player

Professional Summary

Accomplished designer with a unique balance of creative and technical expertise, coupled with a strong background in print and web design plus social media expertise.

Creative Services

- Excellent design skills in print and web including strong typography and color capabilities
- Editorial design expertise including layout, graphs, maps, feature pages and pagination
- Thorough understanding of printing process, concept through print
- Strong proofreading, editing and researching skills
- Expertise designing and maintaining production standards and establishing/maintaining brand
- Skilled in digital design, photography and video
- Expertise in social media marketing techniques, Facebook (ads, fan pages, iframes), You Tube, Twitter, LinkedIn, etc
- Internet savvy—eblasts, newsletters, Google Adwords, email template design
- Excellent analytic thinking and creative problem solving skills with strong customer service skills

Computer/Technical Skills

- Proficient in Macintosh and Windows systems.
- Software application expertise:
Photoshop CS5, Illustrator CS5, InDesign CS5, Dreamweaver CS5, Premiere Pro CS5, Acrobat Pro 9, Microsoft Office (Word, Excel, PowerPoint, Access), QuarkXPress, Tessitura, Wordpress, Cinamatize Pro, plus email services such as iContact, Constant Contact, Vertical Response, Benchmark, Gammadyne Mailer and Campaign Monitor
- Well-versed in web publishing technologies including html, xhtml, html5, css positioning, css3, xml, JavaScript, JQuery, Flash, Spry, dynamic sites, social media, search engine site optimization and analytics
- Able and driven to quickly learn and integrate new tools and technologies
- Macintosh expert in systems management, installation, troubleshooting and training

Teamwork/Collaboration

- Successful at promoting teamwork and individual accountability by modeling professionalism, productivity and interpersonal effectiveness
- Experienced with vendors, clients, printers, press checks and photo shoots
- Effective committee member and team leader
- Skillful liaison, improving communication and building relationships

Management/Leadership

- Educated and experienced in supervisory and interpersonal relations
- Effective at staff procurement including temps, interns, freelancers in technical and creative areas
- Proficient at designing, evaluating, improving and implementing processes and procedures
- Highly-effective in developing a positive and productive work environment
- Well-organized, analytical, adept at multi-project management
- Skilled at planning, implementation and time management

Professional Experience

Senior Graphic Designer/Webmaster • Marketing Department • 2008-2011

Graphic Designer – Print and Web • Programming Department • 2006-2008

Wells Fargo Center for the Arts – Luther Burbank Memorial Foundation • Santa Rosa, CA

Designed and developed print and web advertising, direct mail, brochures, posters, tabloids, newsletters, eblasts and other collateral to promote and support all departments

Redesigned, developed and maintained the Center's website and extensive internet presence including search engine optimization and social media initiatives

Developed and maintained brand identity guidelines which elevated the Center's look, tone and feel to a level of excellence

Designed, coded and tested the Center's frequent electronic communications including sales messages, invitations, fundraising materials, surveys, eblasts, newsletters

Edited video to post on YouTube, edited audio features for posting on website, designed and updated Lobby and Box office videos

Assisted with directing and overseeing the work of outside vendors and support staff

Served as point person on a variety of marketing related projects including leading the integration of Tessitura web API adding select your own seat, member tracking with website, membership acquisition and online donations

Tracked web analytics and analyzed email campaigns to best serve our audience's needs

Principal

The Wright Design • Sebastopol, CA • 1995 to Present

Serving as an outsourced Marketing Department for small businesses and non-profits offering development and implementation of marketing materials including branding, print collateral, websites, social media, public relations and promotions.

Creative Services Supervisor

The Press Democrat – A New York Times Pulitzer Prize winning newspaper • Santa Rosa, CA • 1996 to 2001

Managed teams of graphic designers, special section editors, illustrators and pagination specialists

Reconfigured creative team duties resulting in reduction of overtime by 14 percent of total hours

Organized and implemented Creative Ad Design Workshops for salespeople and new designers, and

Small Ads with Big Impact Workshop for clients. Pointperson to New York Times Creative Intranet

Established an evaluation program for designers and page layout specialists.

Created Designer's Handbook to ease transition to team organization including procedures, tips, tutorials and creative Designer of special projects for advertising director, retail and classified managers

Department liaison to find solutions to errors from sales to systems while improving communication and relationships

Invited to judge at CNAEA, CNA, WCAA and Redwood Empire Students in Journalism competitions

Education

Certificates earned at Santa Rosa Junior College, Santa Rosa, CA - 2002 to present

Web Design Career, HTML Content Developer, Dreamweaver Web Content Developer, XML Web Developer, Project Management, Sales and Marketing Career, Small Business Management Career, and Supervisory Management Career
Currently completing an AA in Interactive Media Design with a 3.973 GPA

BA Degrees earned from Weber State University, Ogden, UT

Communication Arts: Graphic Design Emphasis and Art: Photography Emphasis

Community Service

Computer Studies and Graphic Design Advisory Committee, Santa Rosa Junior College – 2010 to present

Advisory Board, Sebastopol Community Center – 2009 to present

Board Member, Sebastopol Community Center Board of Directors – 1995 to 2009

Sebastopol Celtic Music Festival Committee, Sebastopol Community Center – 2000 to 2010

Advertising and PR Coordinator, Sebastopol Celtic Music Festival – 2004 to 2010