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## EMPLOYMENT HISTORY

### Marketing & Operations Manager

**June, 2017 – Present** AltRider // Seattle, WA

- » Build excitement and education around motorcycle accessories via multi-channel digital marketing
- » Increase brand visibility by building relationships with advocates and social media influencers, especially as new products launch
- » Managed social media accounts for global and growing brand and saw 18% growth blended average for social media channels
- » Used targeted email marketing to upsell customers with customized offers
- » Helped create a 34% increase in sales year over year during a time when no new motorcycles models were released and thus few new products
- » Managed financial oversight of US and EU inventory holdings
- » Global and strategic purchasing was based on historical and market data to keep inventory lean and in-line with market needs

### Freelance Graphic Designer

**2015 – 2017** AltRider // Chicago, IL

- » Design graphics and marketing materials that include product logos, catalogs, print & online advertising, apparel designs, and more
- » Regularly provide guidance and designs to evolve and refine the AltRider brand

### Project Manager and Lead Designer

**2011 – 2017** Ian Ryan Interactive // Des Plaines, IL

- » Manage a variety of projects, including video, audio, and online learning management systems, from inception to completion with a defined scope and timeline of project to meet clients' needs
- » Track progress to ensure projects are completed timely and within budget
- » Coordinate between internal resources, clients, third parties, and vendors for seamless project completion
- » Managed client communications and relationship during each step of project's progression
- » Design graphics and other supporting materials needed for videos, interfaces, etc

### Art Director & Copy Writer

**2008 – 2011** Capitol News Agency // Chicago, IL

- » Worked cooperatively with retail stores to maximize promotional and marketing opportunities
- » Designed for a range of advertising, and retail signage; advertising and marketing included business-to-business and retail promotions
- » Managed all advertising accounts and campaigns for the parent wholesale company and its 30 subsidiary retail stores

### Layout Artist/Ad Designer

**2006 – 2008** Gannett Healthcare Group (formerly Nursing Spectrum Publications) // Hoffman Estates, IL

- » Worked cooperatively with sales team to design ads for clients
- » Commonly producing 3 – 10 ads daily for multiple trade publications

### Senior Production Associate

**2004 – 2006** Nursing Spectrum Publications // Hoffman Estates, IL

- » Worked simultaneously in art and production departments
- » Created various marketing materials, article graphics, and support materials (art department)
- » Created layout for the largest of all in-house bi-weekly magazines based on ad sales (production department)
- » Was instrumental in transition to automated ad layout system

### Junior Production Assistant

**2003 – 2004** Nursing Spectrum Publications // Hoffman Estates, IL

- » Assisted in pre-flighting all advertising and page layout for multiple trade magazines

## EDUCATION

### Bachelor of Arts

**2002** Columbia College Chicago // Chicago, IL  
Art and Design, Photography concentration