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## SOFTWARE

Mac OSX

Windows

Google AdWords

Google Analytics

Google Apps

Google Chrome

Search Engine Optimization

Adobe Creative Cloud

Adobe Dreamweaver

Adobe Muse

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe Premiere Pro

Adobe Experience Design

Adobe Acrobat Pro

QuarkXPress

Microsoft Word

Microsoft Excel

Microsoft PowerPoint

## SUMMARY

Experience in Graphic Design, Print Media, Web Development and Digital Content Development

## WORK EXPERIENCE

**Omnimed Inc.** - 1997 to 2015

Senior Graphic Designer

- Creation and management of [www.omnimedbeam.com](http://www.omnimedbeam.com)
  - *Nominated for Medical Marketing & Media Web Award*
- Developed on-line marketing campaign, utilizing Google AdWords and Analytics
  - *Increased web traffic by 85% and sales by 60%*
- Provided all marketing materials for Omnimed sales team
- Participated and led sales meetings
- Met and exceeded all deadlines and came in at or under budget
- Communicating service needs and establishing cost agreement with vendors

**Shopper's Guide / Able Printing** - 1984 to 1996

Graphic Designer / Pre-Press Specialist

- Provide Ad layout and designs for weekly publication
- Develop and manipulate plates for printing presses
- Alter and manipulate page layouts and printing plates to ensure top-notch printing quality

## SKILLS

- Experience with sketching, drawing, pen and ink or watercolor
- A firm understanding of typography: font families, appropriate use of line-height, kerning and tracking
- Thorough knowledge of the printing process: understanding of color space
- Clear understanding of web development: fluent in web design and multiple coding, sufficient in online marketing and search engine optimization
- Proficient with Adobe creative suite: 21 years of experience in Photoshop and Illustrator

## EDUCATION

**Art Institute of Philadelphia** - June 1984

Associate in Specialized Technology Degree in Commercial Art