
VISUAL COMMUNICATION AND MARKETING

Seasoned graphic design and marketing professional with 17 years experience in corporate, educational, and entrepreneurial roles. Strong understanding of both digital and print environments and distribution technologies from years of experience in both. Highly effective at organizing and presenting complex technical information in an intelligible, relevant way. Knowledge and experience along the entire digital value chain—able to code responsive sites, design marketing visuals, track progress on campaigns using various analytics tools, and strategize new or modified campaigns based on past performance.

- MBA from Scheller College of Business, Georgia Institute of Technology
- MFA –Visual Communications from The School of the Art Institute of Chicago
- Founded 2 design studios and one brick & mortar retail gallery
- Excelled in multiple roles for clients including Marketing Manager, Project Manager, & Graphic Designer
- Taught front-end Web development and traditional design at college level for 5 years

PROFESSIONAL EXPERIENCE

Georgia Institute of Technology Scheller College of Business *Marketing Research Analyst, MBA programs*

Atlanta, GA
November 2016–Present

- Within first 6 months of employment, identified and helped implement over \$100K in advertising savings based on website traffic and ad performance analysis.
- Designed highly effective billboard, landing page for PPC traffic, digital display ads, print ads, and other marketing collateral for EMBA program.
- Managed email marketing programs for Executive Education department (scheduling, designing, deploying, and tracking).
- Regularly updated existing web pages to accommodate evolving marketing goals.

Rule & Renco (formerly The Concept Spot, LLC) *Founder, Marketing and Visual Communication*

Rule & Renco is a partnership providing marketing, web, print, copywriting, illustration, and project management services

Roswell, GA
July 2006–Present

- Targeted and generated over one dozen major clients in 6 different states with 100% repeat business.
- Client list included Hasbro, Georgia Tech Scheller College of Business, Houghton Mifflin Harcourt, The Institute of Internal Auditors Research Foundation, and Cambridge University Press.
- Designed print marketing collateral, packaging, books, and digital display ads; coded responsive websites; completed complex technical illustrations for patent applications.
- Worked as liaison between departments and vendors to manage multiple large-scale projects for publishing clients; shifted responsibilities between vendors and took on personal design work when necessary to meet deadlines.

Kennesaw State University (formerly Southern Polytechnic State University) *Interactive Design Instructor*

Marietta, GA
October 2012–July 2016

- Created and taught online and face-to-face courses in responsive web design (HTML5, CSS3, PHP, and SEO), visual design strategy, information design, visual critical theory, and design history at the undergraduate and graduate levels.
- Created experiential learning projects teaming student groups with startup companies for the creation of real-world websites; one company adopted a student-constructed site as their official corporate site.
- Received Distinguished Part Time Faculty Award, department level.
- Partnered with colleague to conduct university-wide study of how faculty successfully use various social media channels to enhance the learning experience; study involved writing and distributing online survey and conducting interviews. Presented findings at 2016 SPACE conference.

2 Rules Fine Art

Founder, Marketing Manager & Creative Director

2 Rules Fine Art was a commercial art gallery with a strong online presence

Marietta, GA

May 2011–January 2013

- Built visual identity for gallery by creating style guide and designing marketing and environmental graphics.
- Determined monthly objectives for gallery business development and brand growth; created, implemented, and regularly optimized marketing plan to meet these objectives.
- Strategically implemented online and social media presence resulting in national sales; client list included buyers from over 10 states and a local celebrity.
- Built a mailing list from scratch of over 800 recipients within first 6 months of business.
- Recognized in *Atlanta Business Chronicle*, *Atlanta Journal Constitution*, and *Marietta Daily Journal* with feature articles written about the gallery.
- Determined and executed individual email marketing, advertising and PR campaigns for each gallery event (recurring at least monthly); efforts resulted in hundreds of attendees for each gallery opening.
- Organized art exhibition that resulted in gallery appearances and interviews in the Hawaiian-based feature-length documentary *Finding Kukan* (in production).
- Conceived of and implemented popular and profitable biannual Artist's Corral, a community-based 3-day exhibition which has helped launch the careers of several local artists.

EDUCATION

Georgia Institute of Technology, Scheller College of Business

Master of Business Administration (MBA)

Atlanta, GA

August, 2011

- Concentration: Entrepreneurship, Marketing
- Merit Based Full Scholarship in the College of Management (GMAT: 720)
- Admitted into TI:GER program, a team-based collaboration with Emory focused on commercialization of new technologies; as part of a TI:GER team working on a prosthetics-based startup, conducted market analyses, led team meetings, designed presentations for pitch competitions and VCs, and created a commercialization plan
- Winner, Team-based Brand Audit Project monetary award, Strategic Brand Management course (Cooper Lighting, client)

The School of the Art Institute of Chicago

Master of Fine Arts, Studio Art

Chicago, IL

May, 2005

- Concentration: Visual Communications
- Graduate Fellowship Recipient

Northwestern University

Bachelor of Arts

Evanston, IL

March, 2000

- Major: Anthropology

ADDITIONAL

Technical Skills

Adobe Photoshop, Premier, InDesign, Dreamweaver, & Illustrator; iMovie, QuickTime Pro; web coding languages including HTML5, CSS3, & PHP; Talisma (a CRM); email marketing technologies including iContact, Emma, MailChimp, & Constant Contact; Microsoft Word, Excel, PowerPoint, and Outlook; Google Analytics

Service to the Industry & Community

- Speaker, The Symposium for Part-time, Adjunct, and Contingent Educators (SPACE), 2016
- Guest Lecturer, Georgia Tech Scheller College of Business (Consumer Behavior), 2014, 2016, 2017
- Judge, Senior Portfolio, DWMA department, KSU, 2013–2016
- Judge, Atlanta Printmakers Studio Annual Show, 2014
- Judge, Marietta Art Walk, 2014
- Guest Instructor & Critique, Georgia Tech College of Architecture (Industrial Design Studio), 2009–2010