
PROFESSIONAL EXPERIENCE

BOBBI BLOOM WEB & PRINT DESIGN, Boca Raton, Florida | *Contract Graphic Designer* | February 2013 – Present

Design development and production, including book cover and layout, brochures, business cards, catalogue, direct mail, e-mail blasts, flyers, invitations, letterhead, logos, postcards, sell sheets, and web banners.

PARTIAL CLIENT LIST: Boston College (telecommute), JM Family Enterprises (Toyota Distributor), Tambourine (ad agency), Goodman PR

SPIRIT OF WOMEN, Boca Raton, Florida | *Graphic Designer* | January 2012 – August 2012

- Achieved successful re-branding of marketing collateral.
 - Created and updated ads, annual reports, banners, email blasts, e-Newsletters, magazine page layouts, postcards, posters, PowerPoint presentations, and white papers.
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BOBBI BLOOM WEB & PRINT DESIGN, Boston, Massachusetts | *Contract Graphic Designer* | January 2009 – June 2011

Design development and production, including billboards, brochures, direct mail, invitations, packaging, and website design and implementation.

PARTIAL CLIENT LIST: Archdiocese of Boston, Babson College (2010–2011), e-Dialog, Friends of Mel, Highland Study Center, Massachusetts Institute of Technology (MIT), Murray Hill Institute, Salon and Day Spa at Amagansett Square: the Hamptons, Unconventional Media, Youth Link

BABSON COLLEGE, Wellesley, Massachusetts | *Contract Graphic Designer* | August 2008 – February 2009

- Designed and updated banners, brochures, direct mail, homepage blurbs, invitations, newsletters, post cards, posters, and T-shirts for campus bookstore merchandise.
 - Presidential tie textile design winner for campus bookstore merchandise.
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BLUE CROSS BLUE SHIELD, Boston, Massachusetts | *Contract Graphic Designer* | August 2007 – January 2008

- Conceived and designed brochure and invitation for high-end clients.
 - Provided design support for in-house marketing team (brochures, directories, invitations, and newsletters).
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BOSTON UNIVERSITY, Boston, Massachusetts | *Contract Graphic Designer* | November 2006 – June 2007

- Direction, development, design, layout, and production for research and graduate flagship brochures for College of Engineering.
- Directed all photo shoots and collaborated with layout and design for Sargent College marketing brochure.
- Successfully designed 1–6 color brochures, invitations, newsletters, and window posters.

PROFESSIONAL EXPERIENCE (continued)

Foley Hoag, LLP, Boston, Massachusetts | *Senior Graphic Designer* | November 2002 – April 2006

- Managed and designed all phases of print projects for Boston top-tier law firm.
- Responsible for all corporate branding, and translated marketing objectives into successful design solutions under strict deadlines.
- Negotiated and purchased print; press checked quality control including proofing, color creation and correction, and finished project.

FREELANCE, Boston, Massachusetts | *Contract Graphic Designer* | January 1999 – 2005

Archdiocese of Boston, Brighton, Massachusetts

Young adult quarterly newsletter, Masters in Arts and Ministry brochure

Boston University, Boston, Massachusetts

Brochure, flyers, poster, quarterly newsletter

CellularOne (currently AT&T), Westwood, Massachusetts

Brochures, calling cards, direct mail, light boxes, post cards, window displays

Dickinson Direct, Braintree, Massachusetts

Direct mail

Ebony Marketing Research, Inc., New York, New York

Logo design, pocket folder, product brochure, stationery pieces

Fidelity Investments, Boston, Massachusetts

Ads, direct mail, invitations, product brochure

JWG Associates, Needham, Massachusetts

Corporate image ads

Reebok International, Canton, Massachusetts

Ads, POP (counter cards, hang tags, shelf strips, wall banners, and window displays)

Wellington Management Company, LLP, Boston, Massachusetts | *Senior Graphic Designer* | 1993 – 1998

- Promoted from production assistant to senior graphic designer.
- Managed and designed all aspects of corporate collateral including advertisements (trade magazine), brochures (investment management and retirement plan), corporate identity, invitations, reports (annual and quarterly), and sales sheets.

EDUCATION AND PROFESSIONAL DEVELOPMENT

Emerson College, Boston, Massachusetts

Bachelor of Science, Communications

Major: Television Production | Minor: Film

Boston University Center for Digital Imaging Arts (CDIA), Waltham, Massachusetts

Web Design Certificate