

Exceptional track record including over 12 years combined of professional experience designing for digital and print media ranging from concept development and design to full-scale presentation.

Recognized for strong organizational, communication, brainstorming and creative skills.

{ DIGITAL MEDIA EXPERTISE }

- : website design
- : email design
- : personalized URL design
- : banner design
- : newsletter design

{ PRINT MEDIA EXPERTISE }

- : art direction
- : brand development
- : corporate design
- : one-to-one marketing
- : package design
- : photo shoot art direction
- : project management
- : publication design

{ SOFTWARE }

- : Adobe Dreamweaver CS4
- : Adobe Photoshop CS4
- : Adobe InDesign CS4
- : Adobe Illustrator CS4
- : Adobe Acrobat CS4
- : Microsoft Office
- : Quark XPress

{ EDUCATION }

art institute of fort lauderdale
diploma of graphic and desktop design
04/96 - 03/97

florida state university
concentration in art education
08/94 - 04/95

tallahassee community college
associated degree in art
07/91 - 08/94

{ AWARDS }

- : Local Silver ADDY,
- Regional Silver ADDY, 2005
- : Local Gold & Silver ADDY, 2006

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susierekechensky

{ PROFESSIONAL EXPERIENCE }

senior art director/web production pii pompano beach, 2/05 - present

Responsible for art direction, design and management of projects for digital and print media for various accounts. Accounts include: Kaplan University, Kaplan Continuing Education and Regent Seven Seas Cruises.

digital }

- : conceptualize and design various forms of digital media for clients web campaigns including: websites, emails, personalized URLs, banners and newsletters
- : updating existing client brands for new web campaigns including: emails and personalized URLs
- : implementing HTML modifications including: copy and images
- : art directing web designers to uphold our clients brand guidelines for all aspects of digital media
- : creating, formatting and managing digital content for target web campaigns
- : assisting with the flow of information for daily digital projects including: project objectives and digital content
- : maintaining and updating internal image libraries for digital media projects

print }

- : managing and designing a wide range of projects from concept to completion including: brochures, newsletters, corporate id, publications and direct mail campaigns
- : art directing designers to maintain brand guidelines in all marketing material
- : working with outside agencies and production services to ensure that the creative intent is not diluted or changed

creative director/co-founder the prepaid press miami, 8/02 - 12/04

Responsible for the creation of new trade publication. Established internal procedures and systems for the creative department, sales department and accounting.

digital }

- : developed company online brand including: website and email promotions
- : conceptualized and designed digital version of newspaper
- : created, formatted and managed digital content for website

print }

- : developed company branding including: corporate identity, publication design, media kit and all other marketing material
- : designed entire 40 page publication each month with quick turnaround including: coordinating with advertisers for ad placement and ad design
- : created promotional campaigns for print, and trade show exhibitions including: print advertisements, direct mail pieces, brochures, booth graphics, trade show uniforms and promotional giveaways

misc }

- : established creative department including: procedures and systems, vendor relationships, equipment purchasing/maintenance and budgets
- : established sales department including: procedures and systems, advertising contracts/credit applications, sales quotas, sales leads and sales staff
- : established accounting department including: procedures and systems, billing, collections, expenses and budgets