

see what i can do EXPERIENCE

Owner Shepherd Design & Marketing, Wilmington, NC 3/2003 - Present

Provide contract/consulting/freelance design and marketing services to a variety of clients. My work is mostly concentrated in developing multimedia business to business presentations and designing companion printed pieces for large corporations. Other projects have included: collateral marketing presentation; multimedia employee orientation program; customer quality fair booth setup, including digital and printed materials and participation; invitation to bid presentation and promotional package; Board of Directors strategic planning meeting divisional presentation; and illustration work for initial development of a home decor product pitched to Walmart for future merchandising.

Marketing Communications Specialist Chloride Systems, Burgaw, NC 9/2000 - 1/2003

Develop print, and occasional multimedia, projects from conception through design and distribution including: color catalogs, specification binders, sales materials, new product launches, calendars, print advertisement, special incentive marketing, pre-trade show promotional pieces, and trade show kiosk. Maintain company web sites. Develop new marketing ideas and concepts. Provide art direction of photographs. Develop presentations for Senior Executives. Write press releases for trade publications. Coordinate trade show participation.

Multimedia Specialist Guilford Mills Inc. Kenansville, NC 11/1995 - 9/2000

Develop concepts and produce presentations for sales, design, and Senior Executives to: gain fabric placements with major auto manufacturers; teach key personnel within automotive manufacturers the basic process of fabric development and manufacturing; inform and entertain attendees at trade shows, seminars, conventions and conferences. Presentations included: developing presentation concept, multimedia production, script writing, digital photography, digital video production, copy creation of supplemental printed materials, creation of "custom" materials, and development of kiosk and video wall presentations for targeted trade shows. Create custom marketing materials and other internal publications and printed materials for various purposes. Develop a variety of training programs including: multimedia program (taught to all associates) on the basic financial principles of business, interactive safety program on lockout/tagout, intranet accessed grammar help program, and safety certification training and testing. Develop multimedia presentations for various in-house clients for a variety of purposes. Production of video that was an overview of the Automotive Business Unit. Write new personnel announcements for posting. Contributing writer to corporate newsletter.

Independent Designer Self Employed Wilmington, NC 6/1994 - 11/1995

Design various printed materials, as an independent graphic designer, for a variety of local clients.

Graphics Specialist Cape Fear Museum/New Hanover County Wilmington, NC 3/1993 - 6/1994

Design marketing materials to promote upcoming exhibits and events, including "Dinosaurs in Motion". Materials developed included: posters for the exhibits and related events, invitations, billboards, t-shirts, McDonald's trayliners, print ads, and sponsorship materials. Create artwork for exhibit labeling. Design museum newsletter and coordinate mailing. Aid in the assembly of exhibits.

what i learned EDUCATION

UNC-Wilmington Wilmington, NC

Bachelor's Degree, English/Professional Writing 5/93

UNC-Wilmington Wilmington, NC

Bachelor's Degree Art 5/85

NC State University Raleigh, NC

Masters Level Course on Training Development via video 1/96-6/96

Cape Fear Community College Wilmington, NC

Improvisation 1 1/05 - 4/05

East Carolina University Greenville, NC

Fine arts program 8/80 - 11/81

CONTINUING EDUCATION:

HOW Design Conference (www.howconference.com)

2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007

Intro to Dreamweaver 3 - Softtrain, 2000

Intro and Intermediate Director 5 - Media Magic, 1998

Intro and Intermediate Authorware 4 - Media Magic, 1997

Experienced with both Window and Macintosh operating systems (currently use Windows XP Professional)

Software:

Acrobat	Illustrator	Photoshop	Quark Xpress
Director	Power Point	Sound Forge	Adobe Premiere
Microsoft Word	Internet Explorer	Outlook Express	Front Page
Go Live	Freehand	Flash	Corel Draw
Corel Paint	Authorware	Pagemaker	Currently learning Creative Suite

Use and set up of projection and sound equipment

when i shined AWARDS

Lightfair International - Image Award 2002

Best multiple pieces promoting presence at trade show

TED Magazine - Best of the Best 2002

BEST Literature/Selling Tool; HONORABLE MENTION Literature/Selling Tool

PICA - Special Judges Award

Campaign Promotional (4 or more colors)

The Communicator

Best Special Edition Newsletter -- Contributing Writer

Will happily share my
portfolio at interview!

References available
upon request