

SKILLS SUMMARY

- Advertising
- Brand Development
- Business Assessment
- Content Management
- Conference Management
- Copy Writing
- Curriculum Development
- Direct Mail Campaigns
- E-mail Marketing
- Event Planning
- Graphic Design
- Facilitation
- Marketing Consultant
- Market Research
- Personnel Training
- Photo Shoot Direction
- POP Merchandising
- Print Production
- Product Packaging
- Project Management
- Promotions
- Public Relations
- Strategic Planning
- Trade Show Management
- Vendor Relationships
- Video Production
- Website Development

PROFILE AND HIGHLIGHTS

Dynamic professional with 30 year track record of powerful designs, copy and innovative solutions in print, video and web mediums. Demonstrated history of effective marketing plan development and efficient strategy implementation. Last 10 years has focused on non-profit organizations - communication, training, program development and fundraising campaigns.

**Creative:** Ability to successfully translate desired moods, concepts and underdeveloped ideas into words and imagery. Aptitude to see the big picture and develop new and inspiring approaches, events and programs.

**Strategic:** Help clients achieve better results and understanding of market solutions and trends. Develops marketing plans establishing goals, selling strategies, tactics, program/product guidelines and key performance indicators. Consults and trains clients on their branding strategy and messaging in addition to managing design work.

**Leader:** Provides guidance and leadership to develop successful end products - from hiring creative team/vendors, benchmarking progress, implementing client's vision, theme development, budget considerations to post-execution analysis. Collaborated exceptionally well with past partners and clients often resulting in additional services and projects.

PROFESSIONAL EXPERIENCE

*Owner, Creative Director - Blue Sage Graphics, Littleton, CO* 2000 - present

*Small marketing/design firm with the ability to blend strategic, creative, analytic, managerial and interpersonal skills to deepen relationships, change minds, and sell products/programs.*

- Interpret client's vision into viable products delivered on time.
- Direct all projects with a strong focus on brand development and continuity.
- Creative flair in writing copy, directing photo shoots and producing videos used across digital and traditional platforms.
- Design websites using online platforms, form generators, and other tools useful for clients to manage their own content.
- Design direct mail campaigns and continuity programs.
- Responsible for fiscal management of projects negotiating sub-contractor's fees, advertising rates, print production costs and collateral material fees.
- Strategized and executed statewide fund raising campaign that integrated Carmelo Anthony as celebrity spokesman in all print, web, live events and media. Generated donations that topped project goal by 30%.

*Creative Director - World Ski, Snowboard & Bicycle Assns., Lakewood, CO* 1996 - 2000

*Consumer membership associations with three revenue streams - national corporate sponsors, national/regional advertisers and membership fees.*

- Developed brand consistency through logos and copy across all platforms including three websites, annual membership publications and customer acquisition/retention mechanisms.
- Designed membership collateral (membership card and 288 page directory promoting 1,000+advertisers and 260 resorts).
- Designed trade show materials (booth, posters, forms, giveaways, etc.).
- Created national ads in Ski, Snow Country, Skiing, Outside magazines.
- Executed national co-op advertising and promotions with AVIS Rent-a-Car, Earthgrains, Haagan Daz, LaSalle Group, SAAB Cars USA, Frontier Airlines, America West Holdings, Continental, Coca-Cola Company, Bridgestone, Seneca and others.
- Hired, trained and delegated tasks to graphic designers, artists, photographers and copywriters.

SPECIAL PROJECTS

2013-2014

FOCUS POINTS FAMILY RESOURCE CENTER

Co-created, wrote and designed the "Familias Extraordinarias" curriculum in English and Spanish. Ensured instructional manuals, workbooks and training materials were consistent, instructionally sound and delivered against the skill building objectives. Conducted train the trainer classes, and reviewed the quality of materials for replication.

## SPECIAL PROJECTS

### 2010 - THE COUNCIL OF ENERGY RESOURCE TRIBES (CERT)

*Created marketing plan for the Indian Energy Solutions Conference and Trade Show where Tribal leaders, major national and regional Tribal organizations, federal energy policy officials, private sector energy companies and unions discussed the latest in energy resource science, management, development and protection. Designed all conference, trade show, award banquet materials including programs, banners, ads, press packets, invitations, contracts and brochures.*

## ACCOMPLISHMENTS

Graphic Arts Advisory Board  
Member for Metro-State  
College, Denver  
Colorado Tourism Award for  
Ride the Rockies

## EDUCATION

Techniques of Participation  
Facilitator  
Point of Power Trainer  
University of Colorado,  
Denver, CO 1978  
BA, Western State College,  
Gunnison, CO 1974

## REFERENCES

Letters of recommendation  
available upon request.

### *Owner, Graphic Designer - Icon Mastery, Denver, CO*

1985 - 1996

*Owned and operated small design company for 11 years*

- Responsible for all graphic design projects, client relations, and marketing. Strengthened firm's print projects and established its new web and multi-media offerings resulting in tripling number of clients and additional staff.
- Provided design, layout, typesetting, research, illustrations, copy writing and production for any print collateral including annual reports, magazines, packaging and conference/event materials.
- Managed all phases of the printing process from price negotiations, paper and ink selections, blue-lines to press checks.
- Ability to prioritize and manage multiple projects within tight deadlines.

### *Community Affairs Manager - The Denver Post "Ride the Rockies", Denver, CO*

1985 - 1987

*A special week event for cyclists touring throughout Colorado*

- Participated in the development of the first event of this type for the Denver Post.
- Solicited and coordinated of all community services and logistics for the 1986 and 1987 "Ride the Rockies" Colorado Bicycle Tours.
- Worked directly with all community leaders (governmental officials, medical staff, chambers of commerce, volunteer organizations) and local media to establish support services/facilities for the 2500 cyclists.
- Assumed key role in the development of promotional and registration materials.
- Created slide shows and video productions.
- Managed an on-site volunteer staff.

### *Director of Travel Development - Colorado Tourism Board, Denver, CO*

1983 - 1985

*State organization responsible for promoting Colorado as a quality vacation destination*

- Established key relationships with airline officials, ski industry leaders, hotel sales teams, chamber directors, resort associations, travel agents and tour operators.
- Established and maintained industry promotions with travel trade organizations.
- Established corporate and association guidelines to promote Colorado tourism.
- Identified integrated branding opportunities.
- Acted as state representative at national/international trade shows as well as consumer travel shows.
- Conducted informative tours, press events and promotions for travel agents and media throughout Colorado.
- Presented motivational seminars to tourism-oriented businesses and associations.

## STATE, NATIONAL, AND INTERNATIONAL CLIENT LIST

Colorado Democratic Party  
Colorado Parent and Child Foundation  
Colorado Psychiatric Association  
Colorado Women's Foundation  
Family Resource Center Association  
International Association of Facilitators  
International Brotherhood of Electrical Workers (IBEW)  
Institute of Cultural Affairs  
Senior Resource Guide