



objective : skill set

Professional graphic designer with experience through the entire marketing chain across diverse industries seeking a position in marketing/advertising where I can expand on my knowledge of web design and contribute toward creative solutions.

- Typography, page layout and copy writing skills
- Adobe Creative Suite; Dreamweaver, Acrobat, Illustrator, PhotoShop, InDesign, & After Effects
- MS Office; Outlook, Word, Excel, PowerPoint
- HTML, CSS
- Productive manager/staff trainer
- Founded/Co-founded/operated two successful businesses
- Wrote 80+ published articles on real estate and finance

professional experience

Communications Specialist Data Analyst - Marketing

started as Temp, July 2013
December 2013 to February 2020
Heritage Community Credit Union
Sacramento, CA

Managed the company website / Online Banking Portal and worked with partners *NCR/Digital Insight* and *Kasasa* on maintenance, upgrades, and online advertising issues. Managed the company's mobile app. Created both print and digital advertising adhering to brand standards. Developed a partnership with *Passageways* and managed a team to create the company's first intranet system. Responsible for monthly On-hold messages through *SoundPros* and created In-Branch TV Shows with *Studio Pro* software from *InLighten*. Created monthly statement messages. Managed the company's booth at events such as the *California Capital Air Show*. Managed the company's *Raddon* MCIF database and queried the core *Fiserve* database with *Crystal Reports*. Responsible for monthly householding and prepared monthly reporting for the executives to present to the Board of Directors.

Marketing Director

October 2008 to April 2011
Citrus Heights Dental
Citrus Heights, CA

Responsible for increasing the flow of new patients, up-selling to existing patients, and sales training for the front office staff in this high-volume, six-doctor general and specialty practice. Created multi-channel advertising campaigns. Wrote monthly e-letter to existing patients. Maintained *DemandForce* network and company performance metrics. Increased new patients a mean average of 26% month-over-month during the first fiscal year. Instituted a referral program that increased referrals 100%. Increased the front office closing ratio on inbound inquiry calls from a baseline of 41% to 69%. with a new phone script. Active with *Citrus Heights Regional Chamber of Commerce*; awarded "Best Dental Office" 2010.

Desktop Publisher Print Graphic Designer (Owner)

April 1994 to October 2008
Insider Publications
Citrus Heights, CA

Produced a monthly full tabloid-sized prospecting newspaper for sale to top-producing Realtors[®] throughout California. The *Real Estate Insider* included relevant real estate-related news, regional market statistics, press releases and original articles. Each customer was provided a protected territory, custom front page and allowed space on the back page for custom advertising created in-house. 1,000 copy minimum customer purchase. Highest total circulation in excess of 100,000 monthly copies. On time, every time, uninterrupted monthly distribution over 175 consecutive months. Knowledgeable on web pre-press and press printing processes.

Realtor[®] / (Co-Owner)

July 1987 to February 1995
Real Estate Alternatives, Inc.
Orangevale, CA

Demonstrated multi-million dollar producer. Earned *Graduate, Realtors[®] Institute* (GRI) and *Certified Residential Specialist* (CRS) professional designations; fewer than 3% of all Realtors[®] have been awarded the CRS designation. As a principal and Vice President, responsible for direct sales, sales management / training, company marketing and advertising. Additional experience in commercial real estate and business opportunity sales.

formal education

Oregon State University Corvallis, OR -- Bachelor of Science, Psychology, 1983

certification and licensure

OSC Computer Training Roseville, CA -- Web Design & Programming Certificate, 2012

California Real Estate License Sacramento, CA -- DRE license # 00898424, 1985 to 2009