



EXPERIENCED CREATIVE with an almost 20-year history of working in the marketing and advertising industry. Skilled in producing a variety of print and digital projects from concept through execution. Worked with local to global clients in a wide assortment of consumer and B2B industries.

Paszkievicz Marketing | Creative Services Director (2019 - Present)

Developed content, scheduled posts, managed sponsored ads, furthered engagement, and prepared analytics reports for multiple social media accounts on Facebook, Instagram, Pinterest, Twitter, and LinkedIn. Created systems for tracking and billing jobs within a new division of the company. Fostered client relationships and managed projects. Supervised and coordinated work of outside vendors.

HIP Advertising | Senior Graphic Designer (2008 - 2019)

Designed the look and feel for many brands and executed a consistent appearance through identity materials, signage, advertising, and more. Wrote brand identity guidelines for clients. Handled production, working with established printing partners and seeking out new businesses that fit changing needs.

Freelance (2002 - 2019)

Managed all aspects of projects including client contact, creative, copywriting, proofreading, design, production, and invoicing.

Jones + Thomas, Marketing Communications Firm | Graphic Designer (2002 - 2008)

Managed multiple design projects with tight deadlines on a regular basis including producing all elements for globally-attended trade shows from pre-show mailers to the design of furniture within the booth. Presented creative work internally and to clients. Directed photo shoots and attended press checks. Collaborated with team to develop concepts. Directed interns and represented designers on quality control committee.

Illinois Power | Graphic Designer (2002)

Followed established brand identity guidelines to create advertising materials. Created original designs for internal campaigns and outside clients. Prepared files for in-house press.

Decaturian, Millikin University's Student Newspaper (1999 - 2002)

Served as editor-in-chief, art director, production editor, views & opinions editor, assistant news editor, cartoonist, and ad designer.



EDUCATION

Millikin University (Decatur, IL)

Degree: Bachelor of Fine Arts

Major: Graphic Design

Emphasis: Illustration

Minor: Writing

Honors: Magna Cum Laude



TECHNICAL SKILLS

Adobe Creative Suite

Microsoft Office

Social Media Platforms



AWARDS

Davey Award
Packaging design

Regional NAMA Award
Website design

MarCom Award
Brochure design

Decagon Awards
Newspaper ad design

Trade show design

Illinois College Press
Association Awards
Multiple awards for writing,
layout, and illustration

Millikin University
Juried Student Art Show
Photography



INTERNSHIP

Millikin University Marketing
and Communications
Department (2000)