

ELLEN BRIEF

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HIGHLIGHTS OF QUALIFICATIONS:

- **Product Design:** Excellent design, color sense and trend forecasting ability
- **Web Design:** Proficient in Macromedia Fireworks, Flash and Dreamweaver
- **Computer Graphics and Illustration:** Proficient in Adobe Illustrator and Photoshop
- **Marketing:** Experienced in online and traditional marketing, and search engine optimization

OBJECTIVE:

To obtain a full time position that utilizes my 15 years of product, graphic design and marketing experience

WORK EXPERIENCE:

- 2004-9/2007 **Coordinator of Admissions, Student Services, Marketing and Public Relations**
The Westchester Graduate Campus of Long Island University, Purchase, NY 10577
- Wrote and designed marketing and advertising content for Web, radio, print and direct mail
 - Composed Web site content to obtain top search engine placement
 - Managed the Campus' Web site and e-mail marketing campaigns
 - Wrote, designed and published brochures, newsletters and promotional material
 - Managed operations, supervised staff and counseled students
 - Wrote and distributed press releases
- 2000-2003 **Senior Web and Multimedia Designer**
DigitalMirror, Katonah, NY
- Designed Web sites for small-to-mid sized and not-for-profit businesses and cultural institutions
 - Created animation, video and logos for the Web
 - Developed print and digital marketing materials
 - Wrote Web, marketing and public relations content
 - Coordinated pay-for-click ad campaigns and implemented search engine optimization
- 1998-1999 **Design Director - Home Decorative Fabrics**
John Wolf Decorative Fabrics/Cone Decorative Fabrics, New York, NY
- Supervised a staff of six traditional and CAD artists
 - Delegated projects and communicated color and design trends to employees and freelance artists
 - Created original concepts and developed product for the manufacturing, bedding, table-top and furniture trades
 - Attended national sales meetings and international trade shows
 - Pinpointed trends and color direction and purchased artwork
 - Communicated with foreign and domestic mills about engraving.

- Wrote press releases on product and trends for editorial coverage
- Coordinated printed product with woven product from domestic and international mills and sourced new, innovative print base cloths
- Designed promotional presentation boards and sales-tool materials

1996-1998

Textile and Graphic Art Designer

Independent contractor, Goldens Bridge, NY

- Managed the day-to-day operation of the business, including initiating customer contact, ordering supplies, invoicing, and following up on all business transactions
- Designed and colored prints for the home
Clients: Springmaid, Liz at Home, Ralph Lauren, Alexander Julian and Martha Stewart
- Designed and produced flyers, brochures and newsletters

1987-1995

Design Director and Designer

Anju Woodridge, New York, NY

- Managed the day-to-day operation of the art studio at this home decorative fabric print converter
- Supervised and motivated staff and freelance artists delegated tasks and communicated color and design ideas
- Attended national sales meetings and international trade shows
- Pinpointed trends and recommended new product direction
- Communicated concerns about engravings and color to foreign and domestic mills

EDUCATION:

- B.A. Art History, State University of New York, New Paltz, NY
- Certificate in Computer Arts, Westchester Community College, Peekskill, NY
- Associate Degree in Visual Arts, Westchester Community College, Peekskill, NY
- Art Major, High School of Music and Art, New York, NY

CONTINUING EDUCATION:

- Marketing Strategy, Marketing Management, Management in a Global Society, Organizational Behavior (M.B.A.); On-line Research and Information Retrieval Westchester Graduate Campus of Long Island University, Purchase, NY
- Technology & Fund Raising, Development Writing & Foundations, Purchase College, Purchase, NY
- Search Engine Strategies Conference, Boston, Massachusetts & NYC 2006
- Web Programming, Westchester Community College, Peekskill, NY