

ELLEN BRIEF

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Goldens Bridge, NY 10526
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HIGHLIGHTS OF QUALIFICATIONS:

- **Web Design, Graphic Art & Illustration:** Adept in Adobe Illustrator, Photoshop Dreamweaver, Flash and Fireworks
- **Multi Media, Video and Animation:** Familiar with Adobe Premiere and After Effects
- **Marketing:** Experienced in online marketing and search engine optimization

OBJECTIVE:

To obtain a full time position that utilizes my 15 years of traditional art, computer graphics and Web design 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
 - Created and disseminated newsletters and press releases for e-mail and print
 - Composed Web content to obtain top search engine placement and managed the Campus' Web site
- 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
- Delegated projects and communicated color and design trends to employees and freelance artists
 - Created original designs and developed product for the furniture, bedding, and tabletop trades
 - Pinpointed trends and color direction, and purchased artwork
 - Wrote press releases on products and design trends for editorial coverage
- 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, designing and following up on all business transactions
- 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

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:

- Search Engine Strategies Conference, Boston, Massachusetts & NYC 2006
- Web Programming, Westchester Community College, Peekskill, NY
- 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