

Objective

My goal is to find a long-term career that I love and that I can excel in while helping the customers, my fellow employees, and growing as a person. My drive is learning new skills and refining the ones I already have while helping grow the organization that provides me those opportunities. My passion is to do all of the above while benefiting my family and my community.

Work Experience

March 2018- August 2020

ICAST (*The International Center for Appropriate and Sustainable Technology*) – **Marketing Coordinator**

ICAST is a non-profit organization that works within the multifamily housing sector. Their mission is to provide green renovations to low and medium-income housing communities, provide Demand Side Management services to utility companies, and provide workforce training to low-income members in the community. Responsibilities included:

- Managing and improving the branding standards for the organization, as well as integrating those standards in outward-facing pieces with that of at least 6 corporate partners. This process included a redesign of all corporate collateral and marketing campaigns to maintain consistency of design and images.
- Purchasing, maintaining, and improving multiple databases in multiple regions, as well as incorporating them into Salesforce for collaboration with the sales team.
- Creating digital email marketing campaigns, and reporting metrics to both management, as well as the sales team.
- Creating video content for educational and advertising purposes, as well as grant submissions. This work included motion graphics, original music creation, video recording, audio editing, and video editing.
- Updating, managing, and generate new content for the corporate website utilizing WordPress, as well as some HTML and CSS editing.

Envirofriendly Printing

Production Manager: July 2009-July 2017

Graphic Designer and Prepress Technician: July 2003 -July 2009

Envirofriendly Printing was a digital print and production company with as few as 2 people and as many as 12 employees during my tenure, with yearly gross sales as high as 1.2 million dollars a year. Responsibilities included:

- Producing high-quality, color-accurate digital and offset printing across multiple output devices including HP Indigo, Xerox, Konica Minolta, Canon, and Heidelberg printing presses and wide-format inkjet.
- Bindery and finishing for all printing done in-house, including cutting, folding, scoring, multiple forms of booklet binding, laminating, and collation.
- Maintaining and repairing 10+ machines ranging from routine maintenance to parts sourcing and replacement.
- Sourcing, ordering, and organizing consumables for multiple machines, including all paper brought into the shop.
- Working with over 150 regular customers in retail and wholesale capacities, including quoting, file intake, design, proofing, and pickup/delivery.
- Preparing variable data printing products, including the ordering of databases, file setup in Yours Truly and InDesign, and output to various presses.
- Designing in-house marketing materials to help drive sales, inform customers, and raise awareness of capabilities.

December 2002 - July 2003

Specialty Sports Ventures - Jr. Designer

Specialty Sports is an athletic retail company that owns Colorado Ski and Golf, Bicycle Village, and is the retail partner of several mountain vacation companies, including Vail resorts. Responsibilities included:

- Preparing 15+ newspaper advertisements across multiple formats, sourcing or generating graphics and logos for those ads from vendors, and providing in-store graphic design for 100+ stores.

Josselyn Cool
Digital & Analog Stuff Creator

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Education Experience

The Art Institute of Colorado - 1999-2002

Bachelors Degree of Art - specializing in Graphic Design

- Graduated with a 3.8 GPA.
- Selected as one of the top 4 students in the class for a staff portfolio review.
- Received Wyoming High School Art Symposium Scholarship.

Skills

- Very comfortable with the following software: Adobe Creative Suite, all versions, specializing in Photoshop, Illustrator, InDesign, and Acrobat Professional, Quark Express through version 7, Microsoft Office Suite including Word, Excel, Power-point, and Publisher. Printing press software RIPs, Macintosh and Windows operating system software through current version, plus a quick learner for new products and versions.
- Familiar with content management website creation and management through platforms including WordPress, Drupal, and Joomla. Somewhat knowledgeable of HTML and CSS coding. Very skilled at graphics creation and optimization for online platforms.
- Very comfortable giving presentations to current and prospective clients as well as speaking knowledgeably about my employer.
- Proficient in filming and editing content for advertisements and educational videos. Proficient in Adobe Premiere editing software and Adobe After Effects motion graphics software. Skilled in original audio creation, audio sweetening, and manipulation using audio editing software.
- Very active knowledge of social media trends and how to market across different demographics and platforms, including Instagram, YouTube, Google, Facebook, Twitter, and Tiktok.
- Skilled furniture builder, guitar maker, and finish carpenter, creating Mid-Mod and Arts and Crafts style furniture. Capable of using and maintaining professional woodworking tools, including table saws, bandsaws, routers, and hand power tools.
- Musically knowledgeable on multiple instruments for content creation, including guitar, bass, drums, & keyboards

References

Vishnu Karmakar - Owner, Envirofriendly Printing

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Miriam Suzanne - Owner/Web Designer & Front-End Developer, Oddbird

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Kimberly Bridger - Office Administrative Assistant, ICAST

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