

Cindy

:: Twitter @AzMcGee :: Interactive Design :: Web Content ::

I have more than a decade of experience in marketing, advertising and visual communications. Working with industry leaders like PetSmart, Pulte Homes, Amazon.com & Qualcomm allows me to make significant & strategic creative contributions to any business environment. My strengths in visual & verbal communication allow me to impact positive ROI.

PetSmart Interactive Designer

2010– 2011

My role at PetSmart was to collaborate with marketing managers, buyers and internal creative team members to create, develop and launch email marketing campaigns that resulted in positive ROI.

- Developed and executed strong compelling creative collateral
- Strong sense of type, color and page layout design to further the PetSmart brand
- Ensured project design files are prepared for print per established standards to ensure constancy and accuracy across materials
- Monitored the status of projects and for accurate and timely delivery
- Mocked-up all design work for internal and cross-functional creative presentations
- Drove execution of brand consistently across all creative materials

Pulte Homes Web Designer

2007–2009

My role at Pulte homes was the creation, launch and analysis of email marketing efforts.

- *Created and managed national email marketing campaigns
- *Created landing pages for specific promotions, and event listings
- *Created custom vanity sites for specific campaigns and markets
- *Measured and analyzed campaign performance
- *Managed email testing process and tracked effectiveness
- *Reported, analyzed, and made recommendations to management on customers' behavior, retention rates, and purchasing habits
- *Established successful templates for reuse by email marketing teams
- *Created compelling copy including persuasive call to action

Calibus Inc. Art Director

2007–2008

Developed the vision and culture of the creative department for Calibus through effective advertising and design. Responsible for art direction, coordinating photo shoots, work flow/ schedules for production team, reporting and tracking results, research and positioning
Projects include: Direct mail, brochures, website design, ad campaigns, POP design, package design, trade show booths, logo design, outdoor and signage.

PR Channel Creative Director

2004–2007

My role at the PR Channel was to develop the budding creative department through effective advertising and design.

- *IDrove traffic and sales through clear effective visual communication

- *Developed concepts and managed work flow from concept through final production
- *Worked closely with marketing managers, sales, and merchandising teams
- *Established work flow processes and best practices
- *Developed and maintained specifications for color, type, and photos for style guide

Amazon.com

Retail Web Designer

2005-2006 Seattle, WA

My role at Amazon.com was to support the U.S. retail department with web based concepts and images.

- *Conceptualized and presented creative directions for online advertising and merchandising
- *Developed and maintained the library of templates for corporate marketing use
- *Supported graphic requests company wide
- *Collaborated with marketing managers to maximize the design outcomes
- *Executed the daily targeted marketing email messaging
- *Optimization of text through kerning, leading and other creative treatments
- *Collaborated with senior designers on future seasonal or international events
- *Uploaded final graphic to Amazon.com

Boeing

Marketing Specialist

1998– 2001 Seattle, WA

My role was to support the sales and marketing efforts to grow the business.

- *Managed the marketing calendar of events
- *Disseminated corporate literature to potential clients in our target group
- *Liaised between work groups in sales, marketing and technology teams
- *Maintained client database
- *Managed vendors to guarantee on time delivery of collateral
- *Managed trade shows and conference schedules

Education

Cornish College of the Arts

BFA, Visual Communications

2003–2006

Professional Associations

AIGA | the professional association for Design

Online Marketing Summit

Phoenix Advertising and Marketing Professionals

Social Media AZ