

CAREER SUMMARY

An award-winning designer with over 15 years of experience designing large multimedia campaigns from concept to completion. An organized and self-motivated creative thinker and problem solver with a deep understanding of target audiences and the client's marketing strategy, delivering high quality results. Outstanding at juggling multiple projects and deliverables under tight deadlines. Clean, elegant design aesthetic with an "eagle-eye" for detail, holding a deep affinity for layout, typography and adhering to brand guidelines.

AREAS OF EXPERTISE

- Advertising + Marketing
- Innovative Creative Concepts
- Brand Strategy + Guidelines
- Adobe Creative Cloud
- Project Management
- Positive Work Culture
- Typography + Logo Design
- Art Direction
- Cross-Media Design
- Email + Social Media Design
- WordPress Experience
- Team Leadership

"Wendy is a true gem and is the perfect mix of excellent design and creative skills. She made her work seem effortless even when she was buried and she did it all with a smile."
– Jen Ciminillo, VP, Creative Services, Tribune Publishing

PROFESSIONAL EXPERIENCE

2016-June 2018

Senior Art Director | Graphic Designer, East Coast Properties, US

TRIBUNE PUBLISHING » Deerfield Beach, FL

Responsible for designing and creating, from concept to completion, print and digital concepts under tight deadlines to support the East Coast Marketing Division with an emphasis on consumer, brand and advertising projects that increase revenue and grow audience. Demonstrated daily problem solving, superior organization, project management and communication skills. Implemented company-wide brand integrity.

- **Led South Florida in becoming the marketing "hub of creative excellence"** for East Coast properties—Sun Sentinel, Orlando Sentinel, Daily Press, Baltimore Sun, Hartford Courant.
- **Designed and developed** cross-media consumer, brand and advertising campaigns, promotions, sales collateral, brand identity and guidelines, media kits, presentations, newsletters, web design, signage, logo design, video and OOH.
- **Implemented process and workflow using Workfront and Dropbox**, managed creative budget, invoicing, employee reviews and feedback, maintained ongoing collaboration with stakeholders in developing results driven campaigns.

2003-2015

Senior Graphic Designer | Art Director

SUN SENTINEL / ORLANDO SENTINEL » Deerfield Beach, FL

Designed from concept to completion, multimedia advertising campaigns, consumer marketing campaigns and marketing materials for Sun Sentinel and Orlando Sentinel. Created sales and marketing media kits, sales flyers, print and digital ads, brochures, trade publication ads, website design, admails, billboards, logos, POP, corporate signage, vehicle wraps, radio, TV spots and visuals for internal corporate communications.

EDUCATION

Bachelor of Fine Arts Graphic Design

University of Connecticut, Storrs, CT

SKILLS

InDesign WordPress
Photoshop PowerPoint
Illustrator Keynote
Dreamweaver Microsoft Office

AWARDS

FNAME

2018 – Gold, Silver
2017 – Silver, Bronze
2016 – Silver, Bronze