

BETTY G. ROSE

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Experienced Art Director/Graphic Designer with expertise in creative project conception and implementation, new client development, print production management, internal and external communication, and department supervision.

SUMMARY OF QUALIFICATIONS

- More than 10 years experience as advertising agency art department director responsible for all creative.
- Worked closely and maintained relationships with clients and vendors to achieve maximum impact with the least expenditure on each creative project.
- Extensive experience working in all graphic aspects of the marketing industry, from effective billboard advertising, POP, trade-show displays, product catalogs, logo and brand development to efficient website architecture, banners and graphics.
- Proficient with applications pertinent to producing graphics for advertising, marketing, technical and web.
- Responsible for supervising and training graphic artists and other staff.

SKILLS

- SOFTWARE: Adobe Photoshop, InDesign, ImageReady, Illustrator, Acrobat, Acrobat Distiller, QuarkXPress, FreeHand, Word, Excel, PowerPoint, Office, iPhoto, Dreamweaver, Extensis Suitcase X1, Font Book
- OPERATING SYSTEMS: Mac OS 10, 9, 8; Windows XP
- PRE-PRESS PRODUCTION MANAGEMENT: Extensive knowledge of sheet-fed and web printing processes
- VISUALS: Expert in photo and graphics manipulation for web usage and advertising, plan and art direct photography for products and models, in-house spot photography and illustration, cartoons, watercolors, technical drawings & other art

PROFESSIONAL EXPERIENCE

FREELANCE, October 2007 – April 2008

BETTY G. ROSE DESIGN, Atlanta, GA

A freelance design firm. Currently interested in contract, full or part-time employment.

- Own and operate freelance design business including new customer and project development, billing, new vendor research, print and media brokerage, interactive media for websites.

ART DIRECTOR / PARTNER, February 2000 – September 2007

HNB ADVERTISING, Macon, GA

A full-service advertising–marketing–public relations firm in the Middle Georgia area.

- Managed art department from training artist interns to researching, ordering, and maintaining new equipment.
- Responsible for all graphic creative produced by the agency.
- Worked closely with clients, vendors and creative directors to assure maximum project effectiveness.
- Created and developed future advertising and marketing products for account executives.
- Produced in-house photography and illustrations, researched and purchased stock photography and illustrations, planned and directed outside photographers for advertising and catalogs.
- Created interactive media for web including banner ads and animated graphics.
- Worked closely with outside web developers on client websites.
- Completed on-line Dreamweaver continuing education.

ART DIRECTOR, May 1997 – February 2000

TECH ENTERPRISES/HEALTH TECH, Macon, GA

A holding company for several different brand names in the health food industry.

- Developed creative for new logotypes, illustration and packaging for different supplement brands.
- Researched and worked with various packaging and converting providers.
- Responsible for all graphics, illustrations, layouts and research for new products for a new product catalog.
- Developed and maintained Excel lists of current customers for mass direct-mail catalog campaign.
- Recommended, set-up, and maintained in-house marketing art department, including software and hardware.

ART DIRECTOR, April 1995 – September 1996

ADVISIONS AGENCY, Macon, GA

An independent full-service advertising and marketing division of Galaxy Enterprises, a provider of satellite TV programming for the home-sized large dish customer. Business closed Fall 1996.

- Created graphics, including cartoon illustrations, for all advertising and content for monthly programming guide.
- Worked closely with creative director to bring in new customers with speculative marketing plans and graphics.
- Conceptualized and produced Ad Club of Central Georgia ADDY Awards collateral campaign.
- Named and created logo for new marketing division of Galaxy Enterprises.

GRAPHIC DESIGNER, May 1989 – March 1995

IMAGEWEAR / CHARLIE WOOD INC., Macon, GA

The garment imprint and embroidery arm of Charlie Wood Sporting Goods, which was a long-time landmark on Second Street in downtown Macon.

- A key employee that brought an old-style screen-print business into producing graphics via computer, instrumental in building this small tee-shirt printer into a large, automatic-press printer in five years.
- Pioneer in the greater Middle Georgia area for producing effective and striking four-color process graphics on garments.
- Called on and developed new customers by providing unique garments for their event marketing.
- Created several distinctive lines of garment imprinting for High School Band marketing campaigns for five years.
- Awarded Macon Cherry Blossom Festival official tee-shirt contracts due to our distinctive and high quality designs.
- Won several awards from the Ad Club of Central Georgia for various tee-shirt designs.

EDUCATION

BACHELOR OF FINE ARTS—GRAPHIC DESIGN, Cum Laude, UNIVERSITY OF GEORGIA, Athens, GA