

Carrie Davis

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Portfolio at www.creativehotlist.com/c-davis11

SKILLS SUMMARY

Highly motivated and talented creative design professional is seeking a position that will utilize a multi-faceted background in branding, graphic arts, and project management. Characterized as a self-starter able to motivate others to perform to their maximum potential. **Computer skills:** Adobe Illustrator, Adobe Photoshop, InDesign, Content Management Systems, HTML, Microsoft Word, PowerPoint, Keynote

PROFESSIONAL EXPERIENCE

Creative Director

2001-Present

Metropolitan Milwaukee Association of Commerce

- Develop and implement marketing communication strategies for MMAC's programs and services ensuring a unified, member-focused message is conveyed to external audiences.
- Design and produce printed collateral materials including direct mail pieces, event invitations, flyers, newsletters, Powerpoint presentations, brochures, newspaper ads, annual reports and membership directories.
- Manage all office print production - including budgeting and utilization of out-of-house printers to maximize cost savings.
- Manage/design multiple email campaigns, including special event invitations and a bi-weekly newsletter.
- Work collaboratively with department leads to identify, create, and publish appropriate internet content.
 - Standardized design of association weekly newsletters and advertising inserts resulting in 50% decrease in design expenses
 - Developed attraction/retention package with the Milwaukee 7 Regional Economic Development Initiative that highlights the region's advantages for businesses
 - Implemented email database system for existing 4,000+ membership database for developing online newsletters and surveys with decrease print costs and greatly reduced internal time and efforts
 - Designed and implemented website expansion to increase hits due to better usability
 - Designed high-impact presentation slide shows that incorporated animation and sound for MMAC's numerous events

Marketing Communications Coordinator

August 1999-2001

Metropolitan Milwaukee Association of Commerce

- Designed official association website www.mmac.org with responsibility for maintaining and updating as needed
- Photographed major events as well as Board members and MMAC staff portraits
- Designed marketing materials including brochures, initiations, and newspaper ads
- Worked with Milwaukee Bucks Basketball and Milwaukee Brewers Baseball Organizations in the development of marketing materials for co-sponsored programs with the MMAC

FREELANCE CLIENTS

School Choice Wisconsin

Design quarterly newsletter, advertisements, powerpoints and annual reports, 2007-present

Milwaukee Bar Association (MBA)

Created special event invitations, brochures and letterhead, 2001-2006

EDUCATION

Bachelors of the Fine Arts earned at Milwaukee Institute of Art and Design (MIAD) with a major in Illustration and a minor in Art History, 1999. Awarded MIAD Scholarship based on academic achievements as well as illustrations exhibited for competition.