

profile

- 15+ years Creative direction for broadcast, interactive and graphic design, with focus on identity and branding.
- 10+ years in sustainability and environmental fields.
- Strategy for high-growth startups.
- Mentoring in a converged media environment.
- Strong creative ideas with results-driven project management.
- Excellent organizational, interpersonal and communication skills.

professional experience

2013-current WestEd, Atlanta Office - Administrative and Operations

- Responsible for coordination and project management of the Evaluation Research Program team at WestEd/Atlanta, an educational nonprofit, public research and development agency headquartered in San Francisco, CA.
- Proposal lead on coordinating grant research, requests for proposals and fulfillment.
- Proofreading, editing and graphic design for reports and studies
- Operational management, including: organizing schedules, travel itineraries and conferences, professional development training.

2008-current Furious Dreams, Avondale Estates, GA – Owner, Creative Director

- Fine arts online entrepreneur. Marketing systems, networking, promotion and branding.

2010-current

- Avondale Arts Alliance, Avondale Estates. Serve on the board in Media and Communications, and as Curator for exhibits and arts festivals.
- Good Growth Dekalb – a neighborhood coalition working for sustainability in the area. Serve as Media Outreach co-chair. GA Representative Karla Drenner recently honored our group with House Resolution 2064, commending our community involvement.

2004-2008 QVC, West Chester, PA – Manager Broadcast Graphics

- Responsible for the department budget, hiring, training and scheduling for a team of 10 personnel at QVC, the nation's largest electronic retailer and the #2 television network with a broadcast audience of over 85 million homes and in 2008, sales of over \$6 billion dollars.
- Oversaw and developed new promotional efforts, built collaborative inter-departmental relationships, introduced new creative standards that increased efficiency and production.
- Initiated visual re-brand for network in 2005, the first in 20 years. Worked with executive and senior management teams to implement redesign from 2005-2007. Evaluated processes, interfaces and closely monitored efforts and results. Revenue increased by 6-15% on 24-hour show packages after revising branding and promotions; afterwards, daily revenue consistently topped \$15-27 million.
- Budgeted flat to under for 4 years, with on-air design, promotional and branding decisions resulting in multi-million dollar 24 hour retail events.

2008-2010 Maysie's Conservation Center, Chester Co. PA – Coordinator for SAITA program.

- Substantially increased membership and facilitated strategies for expansion. Coordinated all aspects of the program, including writing and securing a grant from the Chester County Economic Development Council to provide funding for speakers and workshops.
- Developed outreach, promotions, communications and public relations for the program, including email blasts, local television appearances, press releases and media distribution.

2007-2010 Chester County, PA Greenhouse Gas Reduction Task Force, Co-Chair Communications and Outreach.

- Coordinated public meetings, managed all promotional efforts including a website and video messaging.
- Maintained and developed email lists, coordinated public engagement through various environmentally focused events, including local universities and schools.
- Designed the identity for the Task Force, including branded brochures, posters and collateral.
- Developed research report for local food production.

2001-2004 WNDU-TV, South Bend, IN – Design Director

- Managed a team of 6 for on-air promotions and branding, print, interactive and graphics for the NBC Affiliate. During my tenure, the network remained #1 in its broadcast market with 336,000 homes.
- Worked with interactive team to redesign and streamline website. Redesigned network collateral, including print identity, outdoor signage and on-air promotions.

1997-2001 ZDTV/TechTV, San Francisco, CA – Design Director

- Built and managed an integrated, multimedia 8 person team for this startup network, producing identities and promotions for distribution across multiple platforms: television, web and broadband.
- Advised on design shops, worked with out of house and in house teams to develop branding and launch of TechTV.
- Designed pilots and promotions with limited resources, instrumental in the distribution of the initial startup pilot, 'The Site' on MSNBC in 1997.
- Market growth over four years evolved from less than 2 million homes at ZDTV's launch in 1997 to over 43 million homes after Paul Allen, co-founder of Microsoft, acquired the company. The TechTV network was acquired by G4 in 2002.

1994-1996 Atlanta Olympic Broadcasting, Atlanta, GA – Senior Lead Designer

- Designed the broadcast package for the 1996 Olympic Summer Games. Assisted in hiring staff, chose and evaluated beta equipment and established standards for production. 175 countries took the network package and video feed from the ACOG production center.

1990-1993 DesignEfx, Crawford Post Productions, Atlanta, GA – Senior Designer

- Crawford Post is the largest film and video production house in the southeast, DesignEfx was the creative division. Built affiliate packages and produced promotions, design and identities for clients including; CNN, Turner Broadcasting, the Cartoon Network, Coca-Cola, NBC, Channel 4-England, Tribune Entertainment.

1982-1990 The Weather Channel, Atlanta, GA - Designer/Producer

- One of the first cable channels, originating in 1982 with fewer than 4 million viewers, now seen in 95% of all cable TV homes nationwide. Conceptualized the distinctive on-air look for this

early cable channel's branding. I was interviewed for the 2002 book *'The Weather Channel'*, by Frank Batten and Jeffrey Cruikshank, Harvard Press, and cited as one of the original artists hired.

related education

WICT (Women in Cable) 2006
IMS Classes, Philadelphia, 2004-2008
University of Notre Dame 2003

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Sterling Ledet, Chicago, IL 2003
UC Berkeley, SF, CA, 1998-1999
Bay Area Video Coalition, SF 1997-1999
Chatov Studio, Atlanta, GA 1980-1988
Odyssey Studio, Atlanta, GA
Bradford College, Bradford, MA

Awarded Scholarship for Executive Development Seminar, CA
Management seminars on conflict, negotiation and leadership
Mendoza College of Business, Supervisory Development
Certificate
Web Design, Project Management
Advanced Adobe After Effects
Graphic and Web design, Painting
Interactive/TV Production, Project management
Private painting classes
Intaglio, monotype and collagraph printmaker
Art

awards, non-profit and professional affiliations

2011 – current Media Outreach Co-Chair, Good Growth Dekalb
2011 - current Media & Communications, Board of Avondale Arts Alliance, Avondale Estates, GA
2008-2010 Sustainable Agriculture Internship Training Alliance Coordinator, Maysie's Conservation
Center, Glenmoore, PA
2007-2010 Co-Chair Communications and Outreach, Greenhouse Gas Emissions Reduction Task Force,
Chester County, PA
2007-2010 Historical Commission Treasurer, West Whiteland Township, PA
2006 Telly Silver Award for 'QVC...is'
2005-2007 WICT (Women in Cable Telecommunications)
1998-current ProMax/BDA judge for Awards Conferences
2003 Mayoral appt. to the Civic Alliance; a 20 year City Revitalization Plan, South Bend, IN
1985-1993 BDA Silver and Bronze Awards, Monitor Awards, NYC

software programs

Advanced and hands-on proficiencies include: Microsoft Office; Word, Excel and Powerpoint. Adobe's Creative Suite of Photoshop, InDesign, Illustrator and Dreamweaver (CS6), with a certificate in Advanced AfterEffects and editing experience in Final Cut Pro.