

OBJECTIVE

Position in a design or marketing related field where over 11 years of progressive experience will benefit and add value to a creative team and daily operations.

SUMMARY

Entrepreneurial graphic artist with over 11 years of independent business experience. Skilled in relationship building, concepting ideas, researching solutions and methods, and managing projects from start to finish. Possessing a broad range of situational experience, comfortable assuming responsibility, and well versed in the following areas:

- Brainstorming & Concepting Ideas
- Preparing Proposals & Estimates
- Managing Multiple Concurrent Projects
- Presentations & Client Relations
- Account Management
- Brand Development
- Product Pricing & Planning
- Billing & Receivables
- Trade Show Travel & Exhibition Planning
- Trade Show Management & Promotion

EXPERIENCE

FLUID DESIGNS, Wilmington, NC 1998 - Present
Owner/Creative Director

- Founded company as sole proprietorship in 1998
- Developed client base in local market, also obtained several out of state clients
- Attained the necessary software skills and industry methods to service client demands
- Forged relationships and open credit lines with local service providers for outsourcing project production
- Obtained ASI (Ad Specialty Institute) Supplier certification and worked directly with distributors
- Trained interns and employees as needed
- Chosen to help launch and promote local semi-pro football team; opening game ticket sales at 90% capacity
- Extensive production and promotion experience with the annual **Super Billiards Expo**, since 1998
 - Organized and developed all marketing materials
 - Designed and planned all souvenir materials, revenues in excess of \$12,000 per event
 - Consistently increased attendance approximately 10-15% every year, event is now biggest in industry
 - Invented and integrated Player ID numbering system to track progress of over 1200 players annually
 - Coordinated exhibitor registration materials and managed database for over 100 vendors
 - Maintained database for all players, vendors, and over 6000 possible visitors annually
 - Planned schedule for staff of over 50 people during event
- Created and managed several product lines and brands, as well as developed online stores:
 - **TRINITY CUES** (2009-Present)
 - Branded line of billiard cues, researched and secured overseas manufacturers
 - Established dealer arrangements for product distribution
 - **RUN OUT SPORTSWEAR** (1999-Present)
 - Plan for and travel to several national tournaments and trade shows every year
 - Secured officially registered US trademark
 - **CHIPLEADER** (2005-2008)
 - T-shirt apparel line, exhibited as a vendor at World Series of Poker, 2005-2006

TECHNICAL PROFICIENCY

Software: Adobe Illustrator, Photoshop, Dreamweaver, Acrobat, MS Access, Excel, Quickbooks
Programming Basics: Knowledgeable in HTML, familiar with CSS and JavaScript
Operating Systems: Mac OS X and Windows Vista

EDUCATION

UNIVERSITY OF NORTH CAROLINA at WILMINGTON Class of 1998
BS Degree in Marketing, minor in Leadership Studies
Winner, UNCW College of Arts & Sciences Logo Design Contest

Portfolio available online: www.tryfluid.com/portfolio.html