

Tricia Sue Riley

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OBJECTIVE

Looking for a job that relates to Graphic Design and/or Marketing.

EDUCATION

University of Northern Iowa, Cedar Falls, Iowa — Graphic Technology, Graduation year: Fall 2015

EXPERIENCE

Graphic Coordinator, Straub Marketing; Des Moines, IA — Present

- Working knowledge of Adobe Photoshop, Illustrator, and InDesign
- Working knowledge of print production, pre-press and color separation
- Print set up, working with dimensions and templates
- Produce/recreates vector artwork from customer provided illustrations, logos & low-resolution JPGs to send to clients.
- Reviews and creates templates from existing artwork, reference samples, or descriptions
- Creates mockups of apparel for screen printing, embroidery, and personalized products
- Prepares product e-proof/layouts and handle all correspondence until approval
- Prepares final print files for production and templates
- Performs ongoing checks to ensure templates are completed in a timely manner
- Works directly with customers.
- Manage my time between multiple projects efficiently and work well with tight deadlines
- Prioritizes and manages multiple projects simultaneously with attention to detail
- Establish professional working relationships and interact effectively with coworkers and clientele

Graphic Artist, Gannett Imaging and Ad Design Center; Des Moines, IA — 2016

- Responsible for producing and designing print ads for Gannett Sites and commercial clients to meet customer goals
- Responsible for producing and designing ads to meet customer needs and department standards while meeting deadlines.
- Responsible for handling corrections as needed of ads done by department to ensure customer satisfaction and adherence to department standards.
- Able to multi-task in a deadline driven and a rapidly changing environment.

Marketing Coordinator, BHC YMCA; Waterloo, Iowa — 2014 - 2016

- Worked one-on-one with the Communications & Development Director
- Assisted in maintaining the Y's logo/branding standards and applicable usage guidelines
- Coordinated and monitored social media initiatives including Facebook, Twitter, and Instagram
- Coordinated and produced reproduction-ready artwork; banners, flyers, interior/exterior signage, etc.
- Created press releases, and newsletters
- Took pictures during events, new classes, programs, etc
- Updated the facility signs to brand standards
- Updated outside video system using Daktronics
- Assisted with fundraisers and their annual campaign and events throughout the year

Graphic Design Intern, CBE Companies (LocateSmarter); Cedar Falls, IA — 2015 - 2016

- Worked with the Manager of Marketing & Communications
- Created a new brand and website for company including:
 - graphic materials, logo, stock imagery, templates, web images, print material layouts
- Put together branding style guide
- Used Adobe Creative Suites to produce print/web material
- Used WordPress to help design a new website
- Designed Social Media, Landing Pages, Digital Banners, etc. images.

Account Executive, Campus Special, LCC; Cedar Falls, Iowa — 2013 - 2014

- Ranked #149 out of 600 of most revenue sold throughout the summer
- Ranked as 1st in the Nation twice for highest revenue sold in one week as a team
- Work one-on-one with local business owners selling advertising space in our popular student targeted coupon books
- Manage portfolio of clients, set up meetings, sign contracts, provide customer service, handle accounts receivables, and meet production deadlines
- Participate in sales meetings, provide written reports, and attend company-wide conference calls
- Have to be outgoing, social, friendly, talkative and hardworking, disciplined, motivated, and driven for success

OTHER**Student Organizations:**

- Gamma Phi Beta Sorority : activities chair two years in a row, assistant social chair and assistant New Member Educator. Additionally I have been on many committees for various activities.
- Habitat For Humanity : (PR Chair) made flyers for fundraisers, in charge of social media sites, participated in build days and spent some Spring Breaks doing their collegiate challenge.

- Connect with me and view my profile. <http://lnkd.in/bmk4F2n>

REFERENCES:

Cheryl Meller, Development & Communications Director
Black Hawk County YMCA
(c) 319-404-1316

Carla Vanderford, Performance & Development Coach
Gannett Imaging & Ad Design Center

Anthony "Jazz" Abreu, Membership Coordinator
Wellmark YMCA
(o) 515-471-8510

Online Portfolio: <http://tsueriley.wix.com/triciasueriley>
(currently getting a facelift, but welcome to look)