

Skills

Team leadership and management

Project management, budgeting, and reporting

Art direction

Graphic design

Non-destructive photo editing and compositing

Brochure design and layout

Large format print design

Email and web design (HTML, CSS, PHP)

Photo shoot planning and direction

Marketing and editorial copywriting and editing

Vendor negotiation and coordination

Tradeshow and event planning and management

Software

InDesign

Illustrator

Photoshop

Acrobat

Premiere Pro

Microsoft Office Suite

Microsoft Teams/Sharepoint

Education

BS Visual Communications, Westood College (2007)

Fun Fact

Designed and published 5 adult coloring books under the pseudonym Marie Davis

Marketing Manager | Tetra Tech (Bellevue, WA)

2/2018 - Present

- Managed and mentored team of 8 proposal coordinators and graphic designers, including hiring, training, workload management, professional growth planning, and annual reviews
- Developed consistent branding and messaging for all proposal materials, and directed development of new proposal templates in Word and InDesign
- Managed marketing and business development strategy and support for 28 offices nationwide
- Oversaw the marketing merge of two operating units into one, developing consistent marketing processes and documentation, and overseeing training for 350 technical and administrative staff
- Led large proposal efforts resulting in more than \$500M in federal contracts

Marketing & Business Development Manager | RH2 Engineering (Bothell, WA)

2/2014 - 7/2017

- Managed and mentored team of 5 proposal coordinators, including hiring, training, workload management, professional growth planning, and annual reviews
- Developed and led a 3-day hands-on marketing workshop to bring together staff from 5 offices for training on InDesign proposal template, project photography, and graphic design best practices
- Provided art direction and/or graphic design for all marketing materials, proposal templates, tradeshow booth, and new website
- Developed branding and message guidelines, and provided training and review to ensure consistency
- Developed guidance and documentation on project photography for technical staff
- Instrumental in increasing proposal win rate by 15% within the first year

Marketing Director | SportsArt Fitness (Woodinville, WA)

8/2012 - 1/2014

- Managed in-house team of graphic designers and marketing coordinators
- Provided art direction and/or graphic design for all print and digital marketing collateral, including brochures, postcards, magazine ads, large format banners, emails, presentations, and digital displays
- Provided art direction of photo shoots including photographer, makeup, hair, wardrobe, and model selection, and developed guidance for parent company in Taiwan to ensure brand consistency
- Designed overlays and interactive touch screen UI for new line of fitness equipment and traveled to Taiwan to tour factory, finalize paint and upholstery choices, and meet with select vendors
- Performed extensive non-destructive photo retouching and compositing

Graphic Designer & Marketing | Bellevue Chamber of Commerce (Bellevue, WA)

9/2009 - 8/2012

- Provided art direction and graphic design of printed and digital marketing collateral, including postcards, html emails, large format banners, programs, and presentations, for 7 large signature events each year and 3-5 smaller events/workshops each month
- Redesigned monthly newsletter format from printed newspaper to online virtual news magazine
- Designed and built new website including integration with online member management database
- Designed annual Resource Guide and Membership Directory and membership window decals
- Designed 2010 Western Association of Chamber Executives Toolkit (300-page digital publication)

Graphic Design & Marketing | Nuprecon LP (Snoqualmie, WA)

2/2005 - 9/2009

- Designed all marketing materials including brochures, proposals, and promotional collateral
- Created corporate branding guidelines and ensured all new marketing met these standards
- Designed 16-page magazine insert, distributed with Northwest Construction April 2006 issue
- Redesigned and built new website

Marketing Coordinator | Colliers International (Seattle, WA)

9/2003 - 12/2004

- Designed brochures and micro websites for multi-million dollar commercial properties
- Coordinated travel and meeting arrangements for management and high-profile clients
- Maintained client and prospect database and designed and distributed quarterly newsletter

Marketing Program Administrator | WatchGuard Technologies (Seattle, WA)

9/2002 - 8/2003

- Administered three separate marketing programs designed to increase sales and market visibility
- Created database to track rebate eligibility for 800+ domestic and international resale partners

Marketing & Production Manager | Electronic Evidence Discovery (Seattle, WA)

8/1999 - 9/2002

- Planned and implemented marketing campaigns, created new marketing database, and coordinated prospect presentations
- Coordinated design and printing of company brochures and updates to company website
- Created new production department, developed project tracking and reporting, hired, trained, and supervised staff of 10