

Education

May 2014 – Bachelor of Business Administration – Marketing

University of Arkansas – Fort Smith Fort Smith, Arkansas

Coursework: Marketing Research, Operations Management, Business Communications, Ethics, Business to Business Sales, Selling Strategies (SPIN Selling), eBusiness Marketing, Leadership & New Venture Creation

2007 – Associate of Applied Science – Graphic Design

University of Arkansas – Fort Smith Fort Smith, Arkansas

Coursework: 2-D Design, Typography, Digital Illustration, Advertising Design, Web Design, Identity Design & Production Management

Computer Skills

OPERATING SYSTEMS:

Mac OS

Windows

SOFTWARE:

Adobe CS

Microsoft Office

Experience

Oct. 2016 - Current

Sales and Marketing Assistant - Walther Arms, Inc., Fort Smith, AR

- Assist with and coordinate travel and expenses for guests and employees.
- Submit orders for both sales and marketing
- Manage special programs (VIP, LEIOP & Sell What You Carry).
- Assisted with the development of the online donations request page
- Organize and maintain records for T&E orders, donations, and writers samples.
- Order promotional items, banners, patches and other SWAG.
- Coordinate with sales, shipping, and compliance in order to properly handle the shipping or transfer of firearms for shows, events and display.
- Assist with distributor, trade and consumer shows - prep, shipping and return
- Design and distribute sales show fliers
- Design and maintain territory maps
- Temporarily assume responsibilities in both sales and marketing (commissions reports)

Oct. 2010 - Current

Co-Owner / Graphic Artist - Studio 7 Services, Fort Smith, AR

Graphic Designer: Produce artwork for logos, business cards, brochures, t-shirts, vinyl graphics, catalogs & web ads, promotional items, race car wraps, invitations, etc.

Co-Owner: Build and maintain strong client relationships. Communicate with clients in a variety of methods to best complete their project needs. Maintain organized digital and physical files of all finalized designs and proofs. Correspond with vendors to obtain and maintain high quality standards. Produce products primarily through independent vendors and verify accuracy prior to delivering to clients. Assist clients in marketing and advertising their products in unique and creative ways. Order supplies and products along with billing and collecting payment from clients.

April 2014 - Oct. 2016

Graphic Designer / Office Manager - Tori's Sign Shop, Alma, AR

Graphic Designer: Designed and produced vinyl decals and wraps for vehicles and fleet graphics. Designed and produced artwork for banners, billboards, lighted, metal, sandblasted and yard signs. Often designed within corporate brand guidelines for a variety of companies at once.

Office Manager: Opened and closed the shop on a daily basis, provide exceptional customer service both over the phone and in store. Implemented and maintained a timekeeping system for each employee, developed and implemented a scheduling process, initiated new vendor relations and maintained current vendor relationships while obtaining the best quality products at the best available price.

May 2012 – January 2015

Representative - Part Time - Webster University, Fort Smith, AR

Assisted campus director with generating new interest in campus offerings. Built and maintained relationships with students, alumni and faculty. Assisted with setting up marketing booths at local job fairs, grad fairs and community events. Provided and maintained a welcoming environment upon entering campus. Answered calls and questions regarding programs and academic schedules. Assisted in maintaining accurate student and faculty files.

Jan. 2012 – Sept. 2012

Copy and Print Specialist - Part Time - Office Depot, Fort Smith, AR

Corresponded with customers to obtain requirements for copying, binding and finishing their projects. Designed and produced banners, fliers, business cards, postcards, etc. Assisted with store maintenance, sales, stocking, and maintaining a neat and professional work area.

April 2008 – May 2011

CES – Program Assistant - U of A Division of Agriculture, Fort Smith, AR

Assisted Staff Chair and Agent with a variety of youth activities, camps and O-Rama. Assisted office secretary with maintaining accurate youth enrollment files. Assisted Agent with growing and maintaining enrollment and active youth clubs.

Jan. 2008 - March 2008

Sales Associate - Blue Etc. (Sprint) Mill Creek Plaza, Fort Smith AR

General sales of cellular devices, add-ons, new account creation and development. Introduced customers to new products and demonstrated how these products worked. Opened and closed store. Provided excellent customer service both over the phone and in store. Assisted the store manager with displaying new merchandise and maintaining sales records.

July 2007 – Jan. 2008

Sales Associate & Store Manager - Otwell Enterprise, Fort Smith, AR

General sales, up-selling, account creation and development. Engaged with customers and successfully introduced them to new product. Opened and closed store and kiosk. Provided excellent customer service. Created and developed ways to display new merchandise. Created new ways to bring in customers with contests and games. Assisted in opening a seasonal store and maintaining sales and inventory.

Oct. 2006 - June 2007

Graphic Artist - Intern - USA Truck, Inc., Van Buren, AR

Creation and design of brochures, programs, ad campaigns, newsletters, web graphics, etc. Collaborated with a variety of departments to produce multiple campaigns, events and corporate wide projects. Facilitated photography sessions for each project. Maintained and organized transfer of art files to print or other departments. Assisted in the creation of PowerPoint presentations for several departments.