

sharon cobb

As a versatile graphic designer with extensive experience in advertising, marketing, editorial and production design and a strong track record of producing effective, results-oriented materials, I am seeking a challenging, creative position in advertising and/or marketing where I can assist in the success of all business endeavors while utilizing and expanding my design skills.

Pittsburgh, PA :: 412.415.0460 :: website: www.sharoncobb-designer.com :: email: sharon@sharoncobb-designer.com

SKILLS: PROGRAMS & EQUIPMENT

- Proficient in use of: Creative Suite/InDesign, QuarkXpress, Photoshop, Illustrator, Freehand and Acrobat
- Proficient using creative project management system Workamajig
- Proficient using ad tracking and archiving system Dataflow
- Proficient using workflow management system Xpance
- Proficient using product database system PageBuilder to set up product pages
- Proficient using preflight software Flightcheck, Badia Big Picture and InSite
- Strong working knowledge of: Word, Excel, Outlook and Entourage
- Adept at troubleshooting and using PC platform

As a graphic designer I BELIEVE REPRESENTING CLIENTS IS BASED ON MUTUAL COMMUNICATION, THOROUGH RESEARCH AND GENUINE UNDERSTANDING.

EXPERIENCE

■ GIANT EAGLE through CALLOS COMPANIES

GRAPHIC DESIGNER [TEMP]: JULY 2010 – SEPT. 2010

RESPONSIBILITIES:

- Designed, built on, and made revisions to Giant Eagle's existing branded designs for signage, direct mail and other marketing and advertising products for its stores, gas stations and mini-marts
- Created and produced files for web and print
- Worked within the company's project management system to proof, release and track jobs
- Adhered to targeted timelines and worked within a system of expected task-completion guidelines

■ EDMC (Educational Management Corporation) through AQUENT

GRAPHIC DESIGNER [TEMP]: JUNE 2010

RESPONSIBILITIES:

- Conceptualized ideas for brochures and postcards using Photoshop, Illustrator, InDesign and Quark.

■ SAE INTERNATIONAL (Society of Automobile Engineers) through AQUENT

GRAPHIC PRODUCTION ARTIST [TEMP]: APRIL 2010

RESPONSIBILITIES:

- Worked with designers, graphic production specialists, job originators, and/or vendors to ensure production of accurate files
- Performed troubleshooting on design problems to ensure timely delivery of quality design products
- Produced prepress-ready files
- File management
- Used Quark, InDesign, Photoshop, Illustrator, Word, Acrobat and Excel to design, revise and proof files for ads, email blasts, web banners, signage and print products
- Uploaded files to FTP sites for vendors and printers

■ DICK'S SPORTING GOODS through AQUENT/VERTIS COMMUNICATIONS

GRAPHIC PRODUCTION ARTIST [TEMP]: SEPT. 2009 – DEC. 2009

RESPONSIBILITIES:

- Supported design, CRM and production processes for catalog, print, direct mail and web
- Tracked and completed changes to projects accurately and on deadline
- Prepared, collected and distributed files to departments and vendors through FTP sites, Acrobat and production management systems
- Created and adjusted file formats
- Designed and revised ads, direct mail, email blast, web banners, signage and other products
- Used programs such as InDesign, Quark, Photoshop, Illustrator, Word, Acrobat and more for projects
- Was self-motivated while working independently under tight deadlines

■ THE SEATTLE TIMES NEWSPAPER

GRAPHIC DESIGNER: 1996 – 2008

RESPONSIBILITIES:

- Acted as lead designer in creative teams directing branding, identity strategies, and advertising and marketing initiatives
- Conceptualized, researched and designed materials such as promotional pieces, brochures and direct mail for marketing and advertising clients
- Designed advertising for preprints, ad wraps, single sheets, polybags, special sections, promotions, an online newsletter and other special projects
- Ensured creative solutions fulfilled strategic vision and that all policies & procedures were followed during design process
- Prepared proofs and ensured revisions were made
- Wrote creative briefs outlining parameters for advertising projects and direction of creative team
- Reviewed project specs with copywriter and ad exec; also coordinated workflow
- Prepared and delivered projects to production and digital imaging with clear instructions
- Acted as Art Director on photo shoots and other projects; also performed press checks
- Tracked ads using document and workflow management systems

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SKILLS: OTHER

- Flexible while effectively managing, organizing, and prioritizing multiple projects on deadline
- Experience performing efficiently in fast-paced, high energy situations
- Excellent communication, listening and problem-solving skills
- Strategic, creative thinker with an eye for detail
- Patient, inquisitive and calm in high pressure situations
- Self-starter with strong time-management abilities
- Firm understanding of file construction
- Thorough understanding of branding and identity
- Proficient in preparing files for press and the web
- Initiates, develops and manages projects from conception through to prepress
- Thorough knowledge of creative and print processes
- Thorough knowledge of production processes including preparing and releasing files
- Experience in proofing materials and performing press checks

I ENJOY BEING CREATIVE
— TAKING AN IDEA AND
BRINGING IT TO VISUAL
FRUITION. HELPING A
CLIENT BE SUCCESSFUL,
CONVEYING A MESSAGE
TO AN AUDIENCE AND
ELICITING A RESPONSE,
IS THE MOST REWARDING
ASPECT OF WHAT I DO.

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■ STPI (Seattle Times Publishing, Inc.)

PRODUCTION COORDINATOR: 1995-1996

RESPONSIBILITIES:

- Responsible for layout and design of editorial pages and advertising
- Scheduled ads and reserved ad space
- Managed timelines and production schedule
- Worked closely with ad reps, editors and reporters for proofing and corrections
- Coordinated with printers and ensured all job specs were communicated clearly

■ NORTHWEST ADVENTURE PUBLISHING

PRODUCTION MANAGER: 1993-1995

RESPONSIBILITIES:

- Determined layout for all magazines
- Designed and produced ads, logos, stationary, business cards and in-house forms
- Responsible for production schedules
- Scheduled and coordinated workflow and timelines
- Performed press checks
- Prepared proofs and ensured all revisions were made
- Collaborated with marketing and sales on advertising campaigns
- Managed multiple projects in high pressure environment under tight deadlines

ACCOMPLISHMENTS

THE SEATTLE TIMES

- Designed a consistent and identifiable look for the locally owned chain Bartell Drugs to establish and maintain their branding goals in a highly competitive market; art directed photo shoots, created ad campaigns, flyers and postcards and incorporated co-op opportunities with other businesses. This drove sales and increased advertising opportunities with them.
- Successfully raised the profile of the Snoqualmie Valley Hospital network by creating advertising and direct marketing collateral to connect with, and inform, the community.
- Designed an effective 8-page branding piece for Fred Hutchinson Cancer Research Center to inform the public of the work they were doing in the areas of patient care, research, health sciences and philanthropic endeavors.
- Awarded Advertising Design Person of the Year, Advertising Design Person of the Quarter and Advertising Support Person of the Month.

STPI

- Streamlined the ad submission process by generating standard forms and initiating strict deadlines.

NORTHWEST ADVENTURE PUBLISHING

- Redesigned all magazines under the publishers umbrella including logos, stationary and business cards.

EDUCATION

- CHATTANOOGA STATE TECHNICAL COMMUNITY COLLEGE
Advertising Art
- CHATTANOOGA STATE TECHNICAL COMMUNITY COLLEGE
Electrical/Electronic Engineering Technology, A.S.
- MIDDLE TENNESSEE STATE UNIVERSITY
Aerospace Administration, B.S.