

Denise Lowery

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Email: dlowery@getittogethermedia.com portfolio: <http://getittogethermedia.com>

OBJECTIVE

To obtain a freelance or contract position utilizing my expertise in informational and graphic design, variable data programming, online communication and creative direction.

SKILLS

Proficient in Adobe Suite 6 software including InDesign, Photoshop, Illustrator, Dreamweaver. Proficient in all multi-channel related design including HTML and CSS6 (proficient in all XMPie PersonalEffects software). Proficient in all Microsoft Office Suite software including Word, Excel, Access, and PowerPoint. Proficient in data analysis as it relates to multi-channel marketing programs. Understanding of web development and PHP Mysql database development.

EXPERIENCE

January 2010 to present

Get.it.together Media, Rochester, NY

Creative Director / Freelance

Design / Marketing business creating marketing and design programs for smaller businesses. Duties include graphic design, web development, marketing campaigns, social media marketing, e-commerce development and management and other various creative needs.

August 2011 to December 2012

Mohawk Fine Paper, Cohoes, NY

Marketing Analyst and XMPie Campaign Manager

Managed and coordinated multi-channel campaigns to support sales and marketing of the Mohawk brand. Duties included working with sales representatives and the in-house marketing team to develop, create and implement One2one programs in support of the Mohawk product line. Also worked with various agencies and merchant partners to implement co-branded cross media programs. Programs included email; PURL; direct mail; storefronts; customized/ personalized presentation collateral; the combination of all to coordinate multi-touch marketing campaigns. I was also responsible for analyzing data before, during and after programs by cleansing, tracking and monitoring data activity.

May 2003 to August 2011

ImageNow / URMailStore / BRAVO Solutions, Elmira, NY

Creative Director

Responsibilities included managing, creating and implementing mailing programs and brand development for all in-house brands; web design and development; graphic design, marketing which was co-branding with merchants; collateral design; customer design; Multi-channel campaigns for in-house as well as customer marketing; customer Storefronts; illustration; sales support which included sales presentations and trade shows design

EDUCATION

Masters of Fine Art

College of Imaging Arts and Science, Rochester Institute of Technology

Design Graphic and Information Design, November, 2012

Master Design Workshops

With Massimo Vignelli, Armando Milani and R. Roger Remington

May 2008, Provence, France

June 2011, Rochester, NY

Masters Workshop

Workshop with Milton Glaser / School of Visual Arts

July 2010, New York, NY

Bachelor of Applied Science

College of Science, Rochester Institute of Technology

Design, Graphic Design May 1980

INTEREST

XMPie User Group July 2009 to present

Rochester Advertising Federation Sept 1999 to present

Honeoye Falls - Mendon Rotarian September 2011 to present

Musician

Rush Fireman's Band 2003 - present

East Rochester Fireman's Band 2010 - present

WWII Homefront Artifact Collector and presently writing book and presentation.

Portfolio, letters of recommendation and references available upon requestor at or at:
<http://getittogethermedia.com>