

Denise Lowery

26 Marion St, Rochester, NY 14610 PH: 585 943 6616
Email: denise.lowery@keepicz.com portfolio: www.obnoxiouscatstudios.com

SKILLS

Proficient in Adobe Suite 6 - CC 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 2015 to present

Keepicz, Rochester NY

Owner

E-commerce business specializing in personalized photo gift sites. Keepicz provide custom sites for various organizations that utilize the products as revenue generators.

January 2010 to present

Freelance

Design / Marketing assignments creating marketing, and graphic design services for various businesses. Tasks include graphic design, web development, marketing campaigns, social media marketing, e-commerce development and management, event planning, displays 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. Tasks included assisting sales representatives and in-house marketing team to develop, create and implement marketing programs in support of the Mohawk product line. Assisted various merchant partners to implement co-branded programs.

May 2003 to August 2011

ImageNow / URMailStore / BRAVO Solutions, Elmira, NY

Creative Director

Responsibilities included managing, creating and implementing marketing programs and brand development for all in-house brands; web design and development; graphic design, co-branding with merchants; collateral design; customer design; Multi-channel campaigns for in-house as well as customer marketing.

October 1980 to August 1989

Eastman Kodak, Rochester NY

CAD Electrical Circuit - Computer generated drafting

Composed electrical schematics for computer boards, as well as hand drawing of harness assembly.

June 1980 to March 2003

DC Advertising, Rochester NY

Owner

Graphic Design services.

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>