Denise Lowery

7171 West Main Street

Lima, NY 14485

585 943 6616

Email: dlowery@getittogethermedia.com

Portfolio website: 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 utilizing HTML and CSS6 (proficient in XMPie PersonalEffects software including, PURL development, Email programs and re-skinning storefronts). 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 and the success of those programs. Also proficient in taking a program from concept to reality including full understanding of print and mail requirements.

**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. Freelance clients include but not limited to: Partners+Napier (Rochester, NY); Brad's Cookie Nook (Rochester, NY); The Rabbit Room (Honeoye Falls, NY); Dupli (Syracuse, NY); Collins & Walton (Elmira, NY); Colonial Liquor (Honeoye Falls, NY). Keekerz (Rochester, NY), Quality Meats Restaurant (Manhattan, NY).

August 2011 to December 2012

**Mohawk Fine Paper, Cohoes, NY**

**Marketing Analyst and Multi-Channel 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**

**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**

Rochester Institute of Technology, College of Imaging Arts and Science

Rochester, NY

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 Design Workshop**

Workshop with Milton Glaser / School of Visual Arts

July 2010, New York, NY

**Bachelor of Applied Science**

Rochester Institute of Technology, College of Science,

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**: presently writing book and preparing a museum display and presentation.

Portfolio, letters of recommendation and references available upon requestor at or at:

http://getittogethermedia.com