



172 New York Ave

South Plainfield, NJ 07080

c: 551.265.8876

e: bethorourke@hotmail.com

summary

I am an Art Director/Designer with over 17 years of experience that has acquired a full range of skills from technical to creative, concept to completion, with excellent management abilities and presentation skills. I have extensive experience in business-to-business collateral, practical marketing expertise and copy writing skills.

skills

- Company branding and creative strategy
- Client interaction and presentation skills
- Concept and execution of ad campaigns
- Brand identity and usage guidelines
- Product graphics
- Copy writing skills
- Packaging design and production
- Catalog design
- Event promotions and graphics
- Web site architecture and design
- Content management
- Photo art direction and editing
- Department head managing up to 6 employees
- Tradeshow booth design and production

Mac and PC proficient in Photoshop, Illustrator, Quark Xpress, InDesign, Power Point, Acrobat and Microsoft Word.

artistic skills

Illustration, Fine Art and Photography.

career

Ideal Window Mfg.

Creative Director / Marketing Coordinator/Designer -
November 2001 - Present

- Established an in-house graphics / marketing department for the company.
- Supervises, designs and organizes all advertising and promotional campaigns for the company from start to finish.
- Create, design and copy write all marketing materials- literature, promotional items, sales literature, postcards, ads, sell sheets and presentations.
- Responsible for updating and designing company's web-site along with two affiliated sites for Ideal.
- Photograph and digitally enhance products for use in marketing material.
- Manage part-time freelance personnel.

Silver Line Window Mfg.

Sr. Graphic Designer -
June 1995 - November 2001

- Part of the in-house graphic design/marketing team.
- Key figure in firm strategic branding campaign.
- Directed photo shoots and completed other tasks as needed to complete projects.
- Designed presentations, advertisements, brochures, flyers and logos for Silver Line as well as American Crafts man at Home Depot.

education

DuCret School of the Arts • Plainfield, NJ

1989 - 1993

Fine Art, Graphic Design, Illustration & Photography