

Donna Brown

President / Creative Director — Bella Graphic Design, Inc.5502 Clay Avenue, Suite 101 • Austin, TX 78756
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FORTÉS

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Fifteen years in advertising and marketing industry

Mac and PC computer literate. Proficient in QuarkXPress, Adobe Photoshop, Adobe Illustrator, Adobe GoLive, Adobe Acrobat, Word, Excel, PowerPoint. Knowledgeable in PageMaker, Freehand, InDesign, iMovie

Knowledge of business-to-business and consumer marketing; Experience in high profile accounts such as IBM, Motorola, 3M and Dell.

Strong working knowledge of 4 color work, pre-press and print shop mechanics.

Self starter. Work well under pressure, multiple projects and deadlines. Organized.

PARTIAL CLIENT LIST

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Austin Window Fashions
Retail

Capital Cardiovascular Specialists
Healthcare professionals

Delaware Sub Shop
Restaurant

IKEY
Computer peripheral manufacturer

Maggie Falvey Realtors®
Real Estate firm

One World Theatre
Non-profit arts organization

Slack & Davis
Attorneys at law

United States Money Reserve
Coin and bullion distributor

ACADEMIA

UNIVERSITY OF HOUSTON

BA in Journalism

SERVICES

Graphic Design

- **Marketing and Print Materials:** includes such projects as logos, business papers, brochures, newsletters, posters, information flyers, multi-page catalogs.

Multi-Media

- **Internet Proficient:** web, email and FTP, including website design and maintenance, Javascript and simple animation

Advertising

- **Print and Electronic:** knowledgeable in print buying and production (*magazine and newspaper*); partner with resource for electronic (TV and radio) production and media buying

Resources

- **Naturalized Austinite:** strong network in place including printers, photographers, copywriters and other industry professionals as needed

PAST CREDENTIALS

Art Director/Graphic Designer

- Design, layout and production of collateral and print materials for high profile, high-tech clients; including brochures, logos, posters, newsletters, business papers, manuals, t-shirts, simple animation, and specialty items. Extensive Photoshop, Quark and Illustrator work. Follow process from inception to print. Frequent direct client contact.
- Internet proficient including web, email and ftp. Create and maintain client and agency web sites.

Marketing/Advertising Manager

- **Advertising:** Partner with advertising agency to create and develop new advertising campaigns and strategies. Update and coordinate printing of sales and marketing brochures, handouts and specialty advertising. Give final OK for all creative work. Produce in-house graphics of sales support materials. Prepare fiscal year advertising budget of \$500,000; reconcile quarterly.
- **Public Relations:** Write and distribute all press releases. Write all award entries for both local and national award programs.
- **Promotions:** Organize grand opening parties, promotions and company functions (i.e. develop theme, arrange for catering, rentals, invitation design and disbursement).

Portfolio Upon Request . . .

"Every child is an artist. The problem is how to remain an artist once he grows up."
—Pablo Picasso