

Michele C. Gram :: Designer

49 Country Place
Lancaster, New York
14086
716.830.0202
michele.gram@gmail.com
www.gramdesign.com

Quality design, quick turnaround.

Experience

Graphic Designer, August 1999 to present

Contract graphic designer for Rich Products Corporation for more than three years (freelance designer since 1999), a family-owned business with \$2.8 billion annual sales and 7,200 associates worldwide. Responsible for:

- Marketing print collateral
- Logo development
- Trade show signage
- Photo retouching
- PowerPoint presentations
- Intranet graphics

Other clients include Hill Barolet Associates, MS Society of Buffalo, Eaton Corporation and Gibraltar Industries.

Marketing Coordinator, August 2003 to May 2006

Rosina Food Products, Inc.

Support the sales of \$100 million business through the conceptualization, development and implementation of communication tools. Specific tactics include:

- Point-of-sale material
- Product sell sheets
- Recipe cards
- Website graphics
- Fleet graphics
- Trade show booth graphics
- Foodservice and retail advertising
- Foodservice labels / master case design
- Retail coupons

This includes maintaining several relationships with print vendors to establish accurate results. Also work frequently with regional sales representatives and industry brokers to develop specific customized marketing materials. Also manage development and inventory of marketing promotional materials.

Communications Specialist/Graphic Designer, October 1999 to August 2003

Girl Scouts of Western New York

Sole staff designer & production artist for communication materials to support a membership of more than 12,000 girls and adults. Responsible for:

- Concept and design for all print materials
- Coordination of print production
- Managing editor
- Digital photography and photo retouching
- Logo development
- Web graphics

Public Relations Assistant/Event Planner, Intern, August 1998 to October 1999

Moore Stickney Associates, Inc.

Former advertising agency in Amherst, NY. Recruited and directed all volunteer acts for *BuffaloTrax* Party at the Park, a large scale music event held at Coca-Cola Field. Also wrote and distributed public relations documents.

Michele C. Gram :: Designer

49 Country Place
Lancaster, New York
14086
716.830.0202
michele.gram@gmail.com
www.gramdesign.com

Education

Bachelor of Arts in Public Communication

State University of New York College at Buffalo
Graduated - May 1999 (Dean's List 98-99)

Specialized Training

Adobe Photoshop Users Seminar

CompuMaster, July 2000

Mastering Adobe Photoshop

CompuMaster, October 2001

Macromedia Flash

New Horizons Computer Training, April 2002

Adobe Illustrator

New Horizons Computer Training, June 2002

Quark XPress

New Horizons Computer Training, August 2002

Skills

Proficient in both Mac and PC platforms in:

- Adobe Creative Suite
- Quark XPress
- Corel Draw
- Microsoft Office

Knowledgeable in:

- HTML
- Dreamweaver
- Flash
- iMovie
- Final Cut Pro

Other Skills:

- Freehand Drawing
- Photography
- Video Editing

References

Available upon request