

Michele C. Gram

716-830-0202
michele@gramdesign.com
www.gramdesign.com

EXPERIENCE

Founder, *March 1999 to present*

GramDesign

Quality graphic design services, with quick turnaround time. Specializing in:

- Marketing print collateral
- Logo development
- Infographic design
- Photo editing
- Simplifying presentations

Some clients include: Rich Products Corporation, SweetWorks Confections LLC, Camp Good Days and Special Times, Sealing Devices and WNY Elite Turf Care.

Marketing Coordinator, *August 2003 to May 2006*

Rosina Food Products, Inc.

Supported the sales of \$100 million family-owned business through the conceptualization, development and implementation of communication tools. Specific tactics included:

- Point-of-sale material
- Foodservice and retail advertising
- Website graphics
- Trade show graphics
- Vehicle graphics
- Retail coupons

This included maintaining relationships with print vendors and working frequently with regional sales representatives and industry brokers to develop specific customized marketing materials.

Communications Specialist, *October 1999 to August 2003*

Girl Scouts of Western New York

Sole staff graphic designer 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 newsletter editor
- Digital photography and photo retouching

EDUCATION

Bachelor of Arts in Public Communication

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

SKILLS

Proficient in both Mac and PC platforms in:

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Microsoft Office

Other Skills:

Freehand Drawing
Photography

REFERENCES

Available upon request