

CINDRA SHIELDS

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PROFILE:

Award-winning graphic designer and creative director with experience in project management, marketing and sales. Creative, organized, self-starter comfortable with tight deadlines and pressure situations.

EXPERIENCE:

7/90 to Present **Owner/General Manager**

Graphic Business Systems, Spokane Valley, WA

GRAPHIC DESIGN: Develop innovative design, layout and marketing programs for a variety of clients to help them communicate unique selling points and achieve business objectives.

PROJECT MANAGEMENT: Coordinate the activities of a multi-disciplinary team and collaborate with clients, staff members, photographers, writers, promoters, and other artists. Select and oversee vendors.

OPERATIONS: Responsible for the company's day-to-day operating activities, including personnel, cost control; and financial management.

2/2006 to Present **Owner/General Manager**

(concurrent) *Remodel Spokane Magazine*, Spokane Valley, WA

CREATIVE DIRECTOR: Responsible for the magazine's design, layout and collateral material including: branding, sales presentations/tools, advertising, trade show and event collateral materials, Web design and content.

MARKETING: Create and maintain strategic plan encompassing competitive analysis, customer segment selection/penetration plans, and related product positioning. Work with Sales to develop lead generation, tracking and management. Act as spokesperson with press and at industry events. Develop and track metrics and success criteria for all marketing activities.

SALES: Direct all business development operations, including: market competitiveness, pricing, compensation, and distribution. Drive the company's achievement of its customer acquisition and revenue goals. Increased sales an average of 16.67% per issue.

5/02 – 5/03 **Creative Director**

(concurrent) Redondo Beach Chamber of Commerce & Visitors Bureau, Redondo Beach, CA

Reported directly to the CEO in the management and art direction of a growing in-house publications division. Directed the creation of all marketing collateral through a variety of mediums, including Web, e-mail, fax, and print.

Produced multiple marketing vehicles including magazines, newsletters, brochures, advertising, forms and reports created internally and outsourced.

Created budgets and time lines. Researched design/technical tools and techniques; established departmental standards, practices and procedures.

6/88-7/90 **Manufacturers Representative**

Poser Business Forms, Camarillo, CA

Increased sales in an established territory by over 20% the first year. Exceeded quotas every quarter through cold-calling, client development, organization of territory for maximum coverage. Developed a data-base for tracking client interaction. Created and gave group presentations and training programs. Staffed national trade shows.

7/86-6/88 **Customer Service Manager**

Advanced Products, Los Angeles, CA

Reported directly to the Company President supervising a staff of seven in the interaction between customers, and the sales and production departments. Designed and produced color catalog. Developed price estimating system. Organized and staffed trade shows, and designed collateral materials.

SOFTWARE PROFICIENCY

Adobe: Acrobat, Freehand, Illustrator, InDesign, PageMaker, Photoshop

Microsoft: Access, Excel, FrontPage, Outlook, Word

Quark: Xpress

Intuit: QuickBooks Pro, Quicken

EDUCATION

Sacramento City College:

Two Years Study in Printing Technology and Fine Art Design. 3.75 GPA

Mindful of the fast-changing nature of the industry, I make a significant ongoing investment in training via industry, technology, and management-focused courses and seminars such as those offered by **National Association of Photoshop Professionals** and **Printing Industries of America**.

AWARDS / ACCOMPLISHMENTS

- 2007 Spokane Home Builders Association: Presidents Award for outstanding service to the local building industry.
- 2003 Western Association of Chamber Executives: Outstanding Achievement Award for Newsletter. Coveted by the Redondo Chamber for years, this award was won within 7 months of the creation of my department. Also awarded "Honorable Mention" for marketing materials.
- 2000 Redondo Beach Chamber of Commerce: Volunteer of the Year.

SAMPLES & REFERENCES

Design samples available at www.graphicbusinesssystems.com and www.remodelspokane.org. References and client list available upon request.