

TRACY K. DEMARCO

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URLS: (Portfolio work) www.coolcatmedia.net and <http://www.flickr.com/photos/silveryfir/sets/>

PROFESSIONAL SUMMARY

Experienced creative professional in multiple fields/industries, adapting to the changing demands: of print, photographic, advertising, and web based design and production, administration and customer service. Seeking freelance and/or the right full time opportunity to expand my knowledge. Exceptionally resourceful in all technical tasks as well as in the communication of projects with clients and staff. Confident in individual and team efforts. Self-starter, dedicated to achieving superior results, quick and adaptable in learning new skills or improving existing ones. Able to bring strong interpersonal and time management experience to the workplace.

PROFESSIONAL EXPERIENCE

Cool Cat Media (self-employed) – St. Louis, MO, Boston, MA, Providence, RI, Chicago, IL

Freelance Graphic Designer, Web Designer, Illustrator

(1998-present)

- Self initiated home based business creating printed and web based communications and marketing materials: brochures, logos, websites, illustrations, corporate identity, desktop publishing. Focus on deadlines and high level of client service.
- Refer to website for client lists and projects.

Insight Pictures – Evanston, IL

Production Manager, Graphic Designer - Photography Studio

(July'06 to present)

- Manager of wedding, film, and portrait photography studio work flow and production; photo retouching and color correction; designer of professional grade matted and digital photo albums using digital and film sources; communication with clients via phone and email, organizing print and album orders, calculating costs, development of order forms and advertisements for business use; basic QuickBooks accounting

Public Interactive – Boston, MA

Senior Web Designer

(Aug.'99-Dec.'00)

- Graphics, illustration, animation, html coding for web sites of public radio stations nationwide and syndicated programming; received promotion (Aug.'00) for continued excellence in project management and design; led development of e-commerce site for promotional marketing of public radio merchandise; supervised and directed junior design personnel.

Barnes and Noble @ Boston University – Boston, MA

Marketing Administrator

(1997-1998)

- Responsible for marketing department print production, filing/billing duties, scheduling, phones, aiding planning and development of bookstore promotional events

EDUCATION

New England School of Art & Design • Boston, MA - Continuing education, Multimedia and Graphic Design

School of the Museum of Fine Arts • Boston, MA - Continuing education, Multimedia Design

Washington University • St. Louis, MO - BA, Art History & Studio Art

SKILLS SUMMARY

- Print Design:** Prepress production, logos, brochures, advertising design, newsletters, small catalogs, proposals, presentations, branding, illustration by hand and computer aided, photo retouching, color corrections
- Web Design:** Manual coding, visual design of web sites, HTML, DHTML, javascript, CSS, image creation, optimization, creation of email newsletters and advertisements
- Software:** Adobe CS3 package (all), Lightroom, Quark Xpress, Dreamweaver, MS Office, Quicken, QuickBooks