

Rick Sawyer

GRAPHIC DESIGNER

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OBJECTIVE

To obtain a position that provides an opportunity to expand my abilities in graphic design, advertising and marketing.

EDUCATION

GEORGIA SOUTHERN UNIVERSITY, Statesboro, Georgia
Bachelor of Fine Arts Degree Emphasis in Graphic Design - December, 2002

DESIGN AND MARKETING EXPERIENCE

PurchasingPower, LLC *January 2004 - Present*

- Conceptualize and design a variety of marketing and sales materials for print and web
- Create marketing campaign pieces such as direct mail, outdoor advertising, posters, email and web ads
- Schedule production of marketing campaigns with external vendors
- Establish and maintain multiple vendor relationships for print and mail fulfillment
- Responsible for all marketing print production
- Responsible for reducing cost of marketing campaigns

G & G Graphics and Promotions *February 2003 - January 2004*

- Operated in a small, fast-paced ad agency setting
- Designed retail advertisements such as circulars, in-store signage, posters, etc
- Responsible for in-house product photography, copy writing, image cataloging and digital photo editing

Southern Regional Medical Center *February 2003 - January 2006*

- Worked as freelance designer
- Created newspaper ads, monthly employee newsletter as well as patient-information binders
- Responsible for all digital photo editing

COMPUTER SKILLS

- Operating Platforms: Mac and PC
- Software: Adobe Creative Suite 2 (InDesign, Photoshop, Illustrator), Adobe Acrobat, Microsoft PowerPoint, Microsoft Word, XMPiE Udirect Standard and QuarkXpress 5.5