

STRENGTHS: *Interpret the visual message into a cohesive brand at all levels of communication. A collaborative approach to marketing and event promotions. Knowledge of vendor resources and ability to team with diverse stakeholders. Resourceful budget planning for photography, print and promotional material. Experience with conference planning presentations and event planning. Local roots in San Luis Obispo with a strong commitment to the community and sustainable principles.*

BUSINESS ACCOMPLISHMENTS:

Brand Awareness

- **Create brand value** to employees and their diverse clientele through training seminars, research, education, and new employee orientation. Increase brand awareness and understanding of the company vision.
- **Proactively update** promotional collateral and website content for fresh information on hand at all times. Create return hits and ultimately client loyalty.
- **Produce Brand Guidelines** with formatted templates accessible through a company-wide intranet. Increase consistent use of material and eliminate redundancy.
- **Create a team of brand champions** to deliver and direct employees to the correct channels and procedures necessary for a cohesive brand experience. Monthly meetings to discuss and resolve issues.

Project Management

- **Develop detailed job proposals** that specify each aspect of the campaign. Ensure all stakeholders understand the deliverables.
- **Research and recommend marketing solutions** that fit client needs and create an effective marketing campaign. Increased awareness of client services with a cohesive marketing campaign.
- **Build a competent team** of vendors, photographers and freelancers who understand job parameters and bring the marketing material to fruition. Achieve campaign objectives within budget and on time.
- **Organize and maintain** a client database and catalogue all aspects of client relationship.

Event Promotions

- **Create a unified voice** for an event utilizing social media, traditional media and related events to broadcast the message and create a media buzz.
- **Promote, coordinate and direct** volunteers, vendors and write and produce campaign material for non-profit fundraisers and groups such as the SLO Green Build, Bike Month Art show, and the SLO County Bicycle Coalition.
- **Budget and track spending** and account all expenditures and save by grouping tasks whenever possible.

Professional Experience

Design Professional	2008 to Present
Corporate Graphics Specialist	2006 to 2008
Graphic Designer	2000 to 2006
Brochure/Package Designer	1999 to 2000
Layout Editor/Cover Artist	1996 to 1999
Advertising Designer	1995 to 1996
Freelance Graphic Designer	1994 to 1995
Technical Illustrator	1989 to 1994

Freelance Graphic Designer, Bill Mulder Graphics
www.billmuldergraphics.com

Corporate Graphics Specialist/Graphic Designer, RRM Design Group,
San Luis Obispo, CA www.rrmdesign.com

Brochure/Package Design, Access Marketing, Grover Beach, CA
www.slime.com

Layout Editor/Cover Artist, Computer Currents Magazine, Berkeley, CA

Freelance, Sun Microsystems, Redwood City, CA

Technical Illustrator, Island Graphics Software, San Rafael, CA

Education

Bachelor of Science, Graphic Communication, Cal Poly State University,
San Luis Obispo, CA

Bachelor of Arts, Studio Arts, University of California, Santa Cruz, CA

Associate in Arts, General Studies, Cuesta College, San Luis Obispo, CA

ASSOCIATIONS & COMMUNITY INVOLVEMENT

- International Association of Business Communicators (IABC)
- San Luis Obispo Green Build Marketing Team
- San Luis Obispo Regional Rideshare TCP Employee Coordinator
- San Luis Obispo County Bicycle Coalition
- Bike Month Planning Committee member
- Surfrider Foundation

SOFTWARE EXPERTISE

Adobe Creative Suite
Web 2.0 & CMS
DreamWeaver

Extensis Portfolio
Deltek FrontOffice
Microsoft Office Suite