

# WENDY BUTCHER

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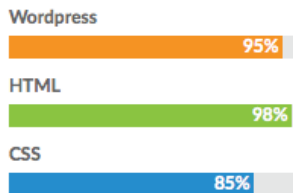
## Self-Driven Brand Marketing Professional

### CORE COMPETENCIES

Mid-senior level marketing expert and designer.

Accustomed to performing in deadline-driven, B2B and B2C customers in a wide variety of industries.

#### PROGRAMMING SKILLS



#### MARKETING SKILLS



Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Microsoft Powerpoint



### EDUCATION

#### Sullivan County Community College | NY

Advertising  
Associate of Arts and Sciences (AAS)  
Graduated honors with a 4.0 GPA

#### Sessions Online School of Design | NY

Design  
Certificate in Advanced Brand Marketing Design.

- Adobe CC applications
- Brand & Identity
- Typography
- Ecommerce
- Packaging Design
- Internet Marketing

### WORK HISTORY

#### Freelancer | United States

05.2012 - present

#### Graphic and Web Designer

Project based marketing service that specializes in start-ups, non profits and small businesses all over the globe.

#### Job Duties:

- Design and development of websites using WordPress
- Logos, Print Collateral using Adobe Creative Cloud applications
- Project Management
- Print production and client account manager
- SEO
- Social media content manager

**iT1 Source | Scottsdale, AZ**

05.2016 - 01.2017

## **Marketing Specialist**

iT1 is a global technology solution provider. iT1 works closely with industry leading manufacturers including HPE, HP Inc., Cisco, Dell Technologies/EMC, Lenovo, VMware, Citrix and Microsoft, and many others.

### **Job Duties:**

- Design and development of company website using WordPress
- Social media posting
- Event campaign emails and landing pages
- Video wall images
- Designed Internal print collateral for sales team
- Trade show graphics
- Increase SEO using rich content platforms

**DollarDays International | Scottsdale, AZ**

03.2015-04.2016

## **Email Marketing Specialist**

DollarDays International is a online wholesale company focused on Non Profits.

### **Job Duties:**

- Managing the companies email campaigns and communicating company brand through email marketing.
- Analysis & Analytics of current email marketing campaigns and making recommendations for improvement
- Maintaining and improving web user experience by streamlining promos on web and email
- Uses Bootstrap, HTML, CSS coding for creating landing pages and emails
- Email platforms developed mainly in Hubspot, prize campaigns in Mail Chimp
- Contributed to a 45% growth in the company in the time I was employed
- Created print materials using Adobe CC programs

**Exelis Inc. | Rome, NY**

10.2008 - 06.2013

## **Graphic Design Specialist**

Exelis Inc., was a global aerospace, defense, information and services company. Was acquired by Harris Corporation in 2015.

### **Job Duties:**

- Designed the company identity package and marketing collateral such as data sheets, corporate overview brochures, corporate overview presentations, large-scale trade show displays, and proposal design
- Increased contract wins by designing proposal graphics such as covers and innovative infographics. Contributions led to numerous contract wins and verbal recognition from customers on the improved quality of the proposals
- Designed and edited all corporate communications and marketing materials according to specific market and customer needs.

- Created Animations and video materials for commercial software products
- Worked directly with internal and external clients

## **Paige Group Advertising Agency | Utica, NY**

09.2004 - 05.2008

### **Website Designer And Production Assistant**

Paige Group is a full service agency that offers strategic communications and creative services.

#### **Job Duties:**

- Key player during strategic and conceptual brainstorming sessions
- Web design and development using Dreamweaver and HTML /CSS
- Produced collateral materials/print advertising projects for B2B customers
- Designed and developed email marketing campaigns, newsletters and websites
- Prepared files for submission to press and vendors
- Organizing and archiving agency production files
- Responsible for updating software, maintenance of equipment and networking functions of business