

Barbara Dunn

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PROFESSIONAL EXPERIENCE

The Day Publishing Company, New London, CT - Advertising Graphic Designer - 2007-present

- Print and web advertisements for newspaper, Web site, special sections, Yahoo!
- Layout special sections from start to finish for insertion into newspaper
- Proof ads in newspaper and troubleshoot and fix problems
- Design rich media and video ads for Web site
- Create logos, ads, and headers for contests organized by The Day
- Develop and execute marketing campaigns for The Day
- Coordinate ad assignments and project distribution in design department
- Solve problems, make decisions, and answer questions based on thorough knowledge of department workflow
- Learn and perform tasks done by colleagues in case of their absence
- Take a leadership role in various situations when required, and assist my colleagues with administrative decisions
- Train new employees in design, procedure, and technology specific to graphic design department

Freelance Designer - 2005-present

- Monthly newsletter for CT/RI Coastal Flyfishers
- Logos for HRLA of Eastern Connecticut & the CT chapter of SHRM
- Build & maintain Web site, and perform Facebook page management for local fine artist
- Various posters & flyers for Neff Productions, New London, CT
- Program guide, map, and brochure for OpSail/Sailfest 2012 and Sailfest 2013
- Brochure and map for Downtown New London's 2013 St. Patrick's Day Parade
- Logos, Powerpoint graphics, an email blast, and various other projects for APTMetrics

SPECIAL SKILLS

Web Design

Adobe Flash Professional (including ActionScript), Adobe Dreamweaver (including HTML/HTML5 & CSS/CSS3), Adobe Fireworks

Graphic design and layout skills

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Quark Express, MultiAd Creator

Strong computer skills

Microsoft Office (Excel/Word), email, internet, Mac iWork suite, technical troubleshooting, Adobe Acrobat (including advanced form creation with calculation formulas), comfortable in both Mac and PC interfaces, Adobe Bridge

Other Skills

Extremely strong spelling and grammar, logical problem solving, proactive and efficient approach to daily responsibilities

AWARDS/RECOGNITION

Second Place for Best Designer, 2012 at the NENPA Better Newspaper Awards, Daily Class

2012 Southeastern Connecticut Calendar, 2012 – First Place for Best Idea for Generating Ad Revenue at the NENPA Better Newspaper Awards, Daily Class

Special Section Flyers and Standard Rate Cards for The Day Publishing Company, 2012 – First Place for Advertising Sales Media Kit at the NENPA Better Newspaper Awards, Daily Class I

Holdridge Farms Monthly Calendar Ads, 2012 – Third Place for Advertiser Campaign at the NENPA Better Newspaper Awards, Daily Class

The Big Day Special Section, 2012 – Third Place for Best Idea for Generating Ad Revenue at the NENPA Better Newspaper Awards, Daily Class

Special Section Flyers for The Day Publishing Company, 2011 – Second Place for Media Kit/Marketing Materials at the NENAEAs, Class 2

Connecticut Tigers Inaugural Season Special Section, 2010 – Third Place for Best One Time Special Section at the NENAEAs, Tier Two

EDUCATION

Sessions College for Professional Design (2010-2012)
Web Design Advanced Professional Certificate

Eastern Connecticut State University (ECSU) (2003-2007)
Bachelor of Science in Communications, graphic design, with honor; Dean's list (all semesters), GPA 3.6