

1/16/2014

Dear Human Resources Professional,

I am interested in the position as Art Director for Brown Forman. Please find the attached resume and portfolio. I have over 25 years of experience in visual communication as an art director, resource production associate, designer, and project manager. I feel that my skills and experience would be a great match for the person you are looking for to fill this position.

I have exceptional skills in art direction, design, photography, production scheduling, artist, and printer/vendor relations. I am a skilled proofreader and an aspiring copyeditor. As an art director for Presbyterian Women, I supervise other designers and am responsible for maintaining brand integrity and producing high quality materials. I work as part of the production management team with the director of Presbyterian Women, the editorial associate and marketing associate. I work with printers, vendors, freelance artists and designers on services needed for the organization. I am the team leader for the design team. I am a "thinking" designer—able to keep the big picture in mind when creating materials for our constituents, including understanding the audience, staying on budget and meeting deadlines. As a scheduler and project manager, I understand the importance of clear communication between editorial, design, and marketing. I like to solve problems and have an even demeanor. (No drama!) I like challenges, don't cringe from tight deadlines, and can juggle many projects at the same time. I find inspiration and satisfaction in a job well done, and I feel that the chemistry created by carefully chosen words and the right image is magical. I would love the opportunity to meet with you to discuss my qualifications.

Please see the portfolio attached. I am happy to provide more samples of my work and letters of reference.

Laura Lee

EMPLOYMENT

2011–Present

Art Director

Presbyterian Women in the Presbyterian Church (U.S.A.), Inc.

Art Direction of all materials produced by Presbyterian Women (PW), including all print materials and digital media. Supervisor of designer/multimedia associate and production assistant, and design oversight of marketing assistant. Responsible for maintaining high quality resources and brand integrity. Primary designer and formatter of *Horizons*, the 48-page bimonthly publication of PW. Primary designer of the yearly Bible study book, including all supplemental materials (ecumenical, large print, Spanish translation, audio book and companion DVD). Art/print/media services buyer: responsible for finding and licensing artwork or commissioning new artwork for publications; working with printing companies to acquire bids; contracting with studios, photographers, freelance artists, designers and videographers for producing materials for PW. Responsible for approving invoices for work with vendors and following budget guidelines for magazine and Bible study production. Work with editorial associate and traffic manager/copyeditor to create schedules and ensure high quality and timely delivery of materials. Photograph events such as the Churchwide Gathering and Global Exchange. Provide brand identity logos for events as needed. Team leader for communications team of Presbyterian Women.

2000–2011

Resource Production Associate

Presbyterian Women in the Presbyterian Church (U.S.A.), Inc

Primary designer and formatter of *Horizons*, the 48-page bimonthly publication of PW, primary designer and formatter of the yearly Bible study book, including all supplemental materials. Design and format promotional materials and other products as required. Art/print/media services buyer: responsible for finding and licensing artwork or commissioning new artwork for publications; working with printing companies to acquire bids; contracting with studios, photographers, freelance designers, artists and videographers for producing materials for PW. Responsible for approving invoices for work with vendors and following budget guidelines for magazine and Bible study production. Work with editorial and traffic manager to plan jobs and create production schedules for Communications Office. Photograph or organize photography for events such as the Churchwide Gathering and Global Exchange. Provide brand identity logos for events as needed.

1995–2000

Designer/Production Assistant

Presbyterian Women in the Presbyterian Church (U.S.A.), Inc

Participate in the design and formatting of *Horizons* magazine and Bible study, promotional pieces, and other print materials as needed; researching and buying art from freelance artists, agencies, stock photography and illustration companies; negotiating contracts; working with printers on acquiring bids and delivering a high quality, timely product. Responsible for prepress production of all Presbyterian Women materials. Responsible for maintaining and updating the *Horizons* website.

1994–1995

Production Assistant

Bandy, Carroll, Hellige Advertising

Working with art directors to create visually appealing and effective print pieces using Quark XPress, Adobe Photoshop, Adobe Illustrator and other applications as needed.

1993–Present

Freelance Graphic Designer

Mac by Moonlight

Design and formatting of books, brochures, brand identity logos and other visual communication services. Creating and maintaining social media events (Facebook, Constant Contact), project management of printing projects.

1988–1993

Project Coordinator

Denominational Resources, Presbyterian Publishing House

Interior and cover book design and formatting. Design and formatting of printed pieces as materials were needed by program areas within the denomination; provided training and Mac trouble shooting. Contracted with printers, freelance designers and other vendors. Scheduled and managed production of projects.

EDUCATION

- 1986 **Bachelor of Arts Degree, English and Philosophy**
University of Louisville
- 1988–Present **Life-long Learner**
Post-bachelor classes in Art History and Commercial Art. Classes and workshops on design and formatting, Photoshop, Quark Xpress, Adobe Illustrator, website design, photography and copyediting.

PROFESSIONAL SKILLS

Supervisory Experience
Art Direction
Graphic Design
Multimedia Communication
Photography
Scheduling/Project Management
Proofreading/Copyediting
Print Buying
Contracting and Supervising Freelance Artists, Designers, Photographers and Videographers
Time Management and Organizational Skills
Proficient on Macintosh Computer (Quark, Photoshop, Illustrator, and several other applications as needed)
Patience
A Good Sense of Humor

Please see the portfolio attached. I am happy to provide more samples of my work and letters of reference.

A LITTLE ABOUT ME . . .

I live on 4.5 acres in Lanesville, Indiana with my husband, two teenagers (Lucas, 17 and Zoe, 14), 2 dogs (Scruffy, 9 and Daisy, 6) a cat (Mystic, 2), and several saltwater fish. We like to camp in a very old, rusty but noble RV, canoe and hike. I like to read, watch movies, and travel. (My secret ambition is to one day be a travel journalist). I am a fan of live, local music and world music. I am a meditator that struggles with consistency. I love to cook, especially for people that like to eat. I think that I am easy to work with, and hope that I am kind.