mandypreston.com

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PROCESS

Strategic planning + brand design
Demographic and brand research
Copy writing
Prepress + press proofs
Social media management
Ad design & production
Exhibitions and trade shows
Working with vendors,
U.S.A + abroad
Hire and manage freelancers
Product & model photography

PRODUCTS

Package + label design
Web + print ready graphics
Direct mail
Promotional posters
Powerpoint presentations
Retouching for print & web
Brochure/catalogs
HTML emails
Store displays
Magazine layout and formatting
Sell Sheets

PROGRAMS

PC + Mac Platforms
Proficient:
- Photoshop
- Illustrator
- InDesign
- QuarkXPress
- Microsoft Programs
- Acrobat + Distiller

Working Knowledge;
- Flash
- Dreamweaver
- HTML/CSS
- MultiAd
- Coral

EMPLOYMENT

CVS Caremark - Woonsocket, RI
Contract Graphic Designer | Aug 10 - Dec 10
Establish and maintain visual application of CVS branding through store window graphics nationwide. Work closely with vendors and real estate departments to maintain strict schedules and budget while achieving optimal messaging specific to individual stores based upon regional criteria.

Adlife Marketing - Norwood, MA
Graphic Designer | Nov 09 - Aug 10
Create print and web marketing pieces weekly for clients of the food industry. Handle daily communications to align production dates for on-going projects such as; weekly circulars, window treatments, end caps, floor graphics, table signs, etc.

Hasbro Toys - Pawtucket,RI
Contract Package Designer | Feb 08 – Dec 08
Supported the redesign and re-launch of the Baby Alive toy line. Followed a tight schedule while working with multiple departments, including international divisions. Responsible for copy and design of each Baby Alive toy package to relay functions of toy efficiently from toy shelves to the buyer.

Optimum Design & Consulting - New York City, NY
Graphic Designer and Production Artist | Oct 07– Feb 08
Maintained monthly production of Linux Magazine, a nation wide magazine devoted to fans of the Linux operating system. Worked with the Linux editor, outside vendors, and printers to deliver a flawless magazine to its readers each month.

Checkerboard LTD - Worcester, MA
Graphic Designer | Nov 01– Aug 07
- Worked directly with invitation artists to create high end promotional products for luxurious invitations and announcements. Assisted with trade show design, final art for production, product branding, print & web pieces, comping, photography and more.

ACADEMIC

Fitchburg State University - Fitchburg, MA
Bachelor of Arts with honors in Communications focused on Graphic Design | 2002-2007
Zeitgeist Independent Films - NYC - Design Intern | Aug 07 – Dec 07

Assabet Valley Technical Regional Vocational High School - Marlboro, MA
Graphic Design Certification & High School Diploma | 1998-2002

references available upon request