



# CAROL certified graphic designer

## PETERSMARCK

### PROFESSIONAL SUMMARY

I am a consummate graphic designer and visual communications specialist. My primary objective is creating effective visuals in both print and digital media. I obtain an extensive background in graphic and commercial art that is valuable for maintaining consistent branding and enhancing a company's identity in all marketing materials.

### WORK EXPERIENCE

#### OWNER, CERTIFIED GRAPHIC DESIGNER

Creative Resources Graphics

MAR 1998 – PRESENT

- Create marketing collateral, social media campaigns, website graphics, email marketing, and many other graphic elements
- Develop website content and graphics to build websites in WordPress with an emphasis on customizing themes to match brand identities

#### GRAPHIC DESIGNER, SOCIAL MEDIA ASSISTANT, BLOG PUBLISHER ~ CONTRACT

Ponder Consulting and Web Design

JUL 2010 – PRESENT

- Execute social media marketing for multiple clients on a monthly basis involving content creation, graphics, and post scheduling on Facebook, Instagram, LinkedIn, and Twitter/X
- Proofread, optimize, and publish blog articles for several clients
- Create graphic assets for print collateral and websites

#### GRAPHIC DESIGNER, PREPRESS TECHNICIAN, DIGITAL PRESS OPERATOR ~ CONTRACT

Accucom

AUG 2009 – OCT 2019


- Responsible for all graphic design and desktop publishing for print collateral serving an extensive list of clients and genres
- Predominantly served on-call to meet all graphic design and publishing needs for a prominent healthcare system


#### GRAPHIC DESIGNER, PREPRESS TECHNICIAN ~ FULL-TIME

Web Litho, Inc.


MAY 2005 – JUL 2008

- Responsible for all areas of prepress including graphic design, desktop publishing, typesetting, marketing, preflight, proofing, plate making, and equipment maintenance
- Singlehandedly managed the graphic and prepress department during the company's highest grossing years in 2005 and 2006
- Created and implemented an efficient protocol for storing, archiving, and tracking digital files for orders

 586-556-1360

 carolcgd.com

 carolcgd@gmail.com

 320 S. 8th St.  
West Branch, MI

### KEY SKILLS

#### Adobe Creative Suite

InDesign, Illustrator, Photoshop, Express, Acrobat, Dreamweaver

#### Microsoft Office

Word, Excel, Publisher

#### Canva

#### Google Suite

#### Zoom

#### WordPress

#### HTML & CSS

### EDUCATION

1995

#### Associates of Applied Science

#### Graphic & Commercial Art

Certificate: Commercial Art  
Macomb Community College  
Summa Cum Laude

2012 – 2012

#### Web Design & Interactive Media

Art Institute Online

2004 – 2005

#### Graphic Design & Multimedia

Art Institute Online



## DIRECT MAIL AD DESIGNER, PREPRESS TECHNICIAN ~ PART-TIME

Effective Mailers, Inc.

AUG 2003 – JUL 2005

- Served on-call to provide graphic design and prepress for direct mail advertising to meet tight deadlines

## COMMUNICATIONS DIRECTOR ~ FULL-TIME

Macomb County Bar Association

JAN 2000 – JUL 2002

- Primarily responsible for the design, layout, advertising, and publishing of the monthly newsletter, *Bar Briefs*, and for the design and maintenance of the website
- Managed advertiser database and billing for placement ads
- Handled written and verbal publicity such as press releases, media contacts, and photography
- Served as Assistant Producer of the cable TV show, *Legally Speaking* (Producer: Rick Troy; Host: Charlie Langton)
- Provided support and service to all members and constituents
- Served as staff liaison at committee meetings
- Organized, promoted, and officiated at events and classes

## DIRECT MAIL AD DESIGNER, PROOFREADER ~ FULL-TIME

Effective Mailers, Inc.

AUG 1997 – DEC 1999

- Responsible for proofreading, graphic design, and prepress for direct mail advertising to meet tight deadlines

## GRAPHIC DESIGN AND PREPRESS ASSISTANT ~ FULL-TIME

Joseph, Inc. Printing & Advertising

JUL 1995 – SEP 1996

- Provided graphic design, desktop publishing, customer service, image setting, shooting/stripping films, and burning plates

## CONSTRUCTION LAB TECHNICIAN, DIAZO OPERATOR ~ PART-TIME

Macomb Community College

OCT 1994 – JUL 1995

- Maintained classrooms, cleaned construction lab, and operated diazo machine for the architectural drafting department

## QUALIFICATIONS

Advanced knowledge of design, layout, typography, and color theory for print and digital media

Strong written and verbal communication skills

Excellent organizational skills

Ability to thrive in a fast-paced, deadline-driven environment

Exceptional at multitasking

Meticulous, paying strong attention to detail

Skilled at making practical decisions to benefit the organization, the client, and the project

Dedicated, dependable, efficient, honest, loyal, and strong work ethic

Colleagues, clients, and former employers describe me as "driven"

## PRINT & DIGITAL DESIGN EXPERTISE

- Graphic Design
- Desktop Publishing
- Corporate Identity / Branding
- Copy Writing
- Proofreading
- Social Media Marketing
- Email Marketing
- Blog Publishing
- Digital Illustration
- Photo Manipulation
- Effective Usage of AI
- Web Design
- Sitemap Planning
- Wordpress Administration
- Magazines / Newsletters
- Flyers / Brochures
- Direct Mail
- Documents / Forms
- Digital Press Operator
- Variable Data Printing
- Cover-to-Cover Book Design
- Public Relations
- Prepress / Preflight
- RIP / Imposition
- Proof Output / Assembly
- Plate Processing
- Press Scheduling