

## Carol L. Petersmarck

Graphic Designer since 1995 • Visual Communications Specialist  
Phone: 586.556.1360 • carol@crgraphics.net • Portfolio: www.carolcgd.com

### Objective

To apply my extensive professional experience and superior capabilities in graphic design, desktop publishing, printing technology, visual communications, website design, social media, and customer service to benefit a mid-size company and support its marketing objectives.

### Key Skills

I obtain skills valuable for enhancing company growth utilizing graphic design, marketing, and visual communications for print and online media. I have worked in the industry as a graphic designer and website designer since 1995.

- Graphic design for print and online
- Corporate identity and branding
- Marketing collateral
- Digital illustration and info-graphics
- Business document and forms
- Variable data / direct mail
- Prepress for offset and digital printing
- Email marketing design (HTML)
- Front-end web design
- Sitemap planning
- Website maintenance
- WordPress™ website administration and theme design
- Social media marketing

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### PROFICIENCIES

- Mac and Windows operating systems
- Adobe Creative Suite CS1-6, CC (InDesign, Photoshop, Illustrator, Dreamweaver, Fireworks, Acrobat)
- Microsoft Word, Excel, PowerPoint, and Publisher
- QuarkXPress
- Backup systems, computer upgrades, FTP experience
- Pre-press and print production (offset & digital)
- RIP equipment and software; plate making
- Digital press and variable data experience
- Web server and email administration
- Copy editing, including press releases, blogs, and newsletters
- Website design/development using HTML, CSS, WordPress, and basic PHP

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### STRENGTHS

- Strong written and verbal communication skills
- Organization and multi-tasking capabilities
- Comfortable working in a fast paced environment
- Able to make practical decisions that benefit the organization, the client, and the project
- I have trained others in Adobe Creative Suite, including InDesign, Photoshop, and Illustrator
- Dedicated, dependable, honest, loyal, efficient and hard working
- Colleagues, clients, and former employers describe me as “driven”
- Friendly, upbeat personality

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### Job Experience

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#### AUGUST 2008 – PRESENT

##### **Creative Resources Graphics, LLC; Eastpointe, Michigan**

*Owner/Certified Graphic Designer*

*Responsibilities:*

A result-oriented graphic design and communications specialist with an emphasis on print marketing, publishing, website design, and social media for printing companies, marketing agencies, medical facilities, financial institutions, retail establishments, non-profit organizations, churches, schools, and entrepreneurs.

*Services:*

- Conceptualize and design printed marketing collateral, website graphics, and email campaigns
  - Create websites in HTML/CSS, develop and/or modify WordPress themes and child themes
  - Add new CSS styles and code HTML into pages to achieve unique page layouts
  - Maintain website content by assisting with copywriting, copyediting, and SEO
  - Upgrade scripts and plug-ins, integrate analytics, create website graphics
  - Collaborate with external resource partners to provide printing, copywriting, photography, advanced scripting, and other results-oriented marketing tasks
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#### SEPTEMBER 2012 – PRESENT

##### **Accucom, LLC; Madison Heights, Michigan**

*Graphic Designer (Contract Labor)*

*Responsibilities:*

Graphic design of marketing collateral and internal forms primarily for medical and financial industries; digital and offset commercial printing; variable data printing and mailing; work both in-house and remotely

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#### MAY 2005 – JULY 2008

##### **Web Litho, Inc.; Sterling Heights, Michigan**

*Graphic & Prepress Designer*

*Responsibilities:*

Managed and organized the graphic and prepress department; responsible for all areas of prepress including graphic design, typesetting, preflight, troubleshooting, RIP, running proofs and presenting them to clients, plate making, marketing, equipment maintenance, and website design. Also assisted with quoting, workflow management, administrative tasks, and press schedules as needed.

*Achievements:*

- Served as manager of the graphic and prepress department
  - Instrumental in company achieving its highest grossing years in 2005 and 2006
  - Created and implemented an efficient prepress protocol for storing, archiving, and tracking orders
  - Provided support, marketing ideas, design, and customer service to a large client base
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#### AUGUST 2003 – JULY 2005

##### **Effective Mailers, Inc.; Roseville, Michigan**

*Designer / Prepress Assistant*

*Responsibilities:*

Graphic design & prepress for direct mail advertising; designing advertisements using QuarkXPress, Illustrator and Photoshop in a face-paced, deadline driven agency environment

*Achievements:*

- Served on-call to meet deadlines when full-time staff had overflow work. Helped the company save money on overtime by completing overflow design and prepress work. (Entrusted to work unsupervised after regular business hours due to prior relationship.)

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### Job Experience *(continued)*

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#### JANUARY 2000 – JULY 2002

##### **Macomb County Bar Association; Mount Clemens, Michigan**

*Communications Director*

*Responsibilities:*

- Responsible for design, copy editing and maintenance of the website
  - Typesetting, design, editing, and publishing of the monthly newsletter
  - Handled written and verbal publicity (press releases, media contact, and photography)
  - Assistant Producer for cable TV show, *Legally Speaking* (Producer: Rick Troy; Host: Charlie Langton)
  - Managed database, design, proofreading, and billing for all advertisers
  - Served as primary contact for outside vendors for printed materials
  - Provided support and service to all organization members and constituents
  - Organized, promoted, and officiated at events, CLE classes, and fund raisers
  - Served as staff liaison for committee meetings
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#### AUGUST 1997 – MARCH 1998

##### **Effective Mailers, Inc.; Roseville, Michigan**

*Designer / Prepress Assistant*

*Responsibilities:*

Proofreading, typesetting, graphic design, and prepress of print advertising for a direct mail company

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#### JULY 1995 – SEPTEMBER 1996

##### **Joseph, Inc. Printing and Advertising; St. Clair Shores, Michigan**

Position: Design Assistant

Supervisors: Sherryl and Patrick Stalinski

*Responsibilities:*

Desktop publishing, graphic design, illustration, customer service, image setting, shooting and stripping films, burning plates, administrative tasks as assigned

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#### OCTOBER 1994 – JULY 1995

##### **Macomb Community College; Warren, Michigan**

Position: Construction Lab Technician

*Responsibilities:*

Maintained the architectural drafting and construction labs on campus, ran Diazo prints for the architectural drafting department, designed and implemented bulletin boards, assisted the instructor with classroom projects

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### Education

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#### MAY 1995 – ASSOCIATE OF APPLIED SCIENCE

##### **Macomb Community College; Warren, Michigan**

Major: Graphic and Commercial Art; Summa Cum Laude, GPA: 3.76; Certificate: Commercial Art, 1995

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#### MAY 1992 – HIGH SCHOOL DIPLOMA

##### **Michigan Lutheran Seminary; Saginaw, Michigan**

*Concentrations:*

College preparatory: Theology, Latin, German, Spanish; school paper, International studies (Guadalajara, Mexico, 1992), Concert Choir, Junior Varsity and Varsity cheerleading, Varsity Pom pons, theater/drama

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### Education (continued)

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**SEPTEMBER – DECEMBER 2012** (*Continuing Education*)

**Baker College; Clinton Township, Michigan**  
Major: Digital Media Design

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**JANUARY – MAY 2012** (*Continuing Education*)

**Art Institute Online**  
Major: Web Design & Interactive Media

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**JANUARY 2004 – MAY 2005** (*Continuing Education*)

**Art Institute Online**  
Major: Graphic Design

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**AUGUST – DECEMBER 1992**

**Martin Luther College; New Ulm, Minnesota**  
Major: Secondary Education