

Content Creation

Copy Editing

Photography

2-D Animation &amp; Illustration

Adobe Software

HTML/CSS

WordPress

Engagement &amp; Fundraising

Project Management

Workflow Analysis

AP Style Writing

Microsoft Office

## Design Experience

### Highlights, Visual Artist

(August 2004 - Present, Colorado Springs, CO)

#### Photography and Image Refinement

Captured family moments, considered client suggestions, and embellished their photographs to exceed customer expectations.

#### WordPress Consulting & Site Conversion

Boosted site speeds, implemented preliminary search engine optimization plans, and provided site instruction to small businesses like Cas Foste Photography.

#### Logo Design & Brand Identity

Researched symbols of sustainability and incorporated them into the logo concept for Pikes Peak Permaculture, which built a clear brand identity.

Endorsed a message of health, balance, and positive thinking for the Precision Fitness company identity.

#### Website Content Management

Maintained six portfolio blogs, wrote content that explored arts and culture topics, and practiced site maintenance.

Adjusted HTML/CSS, updated WordPress components, added custom site functions, and reduced spam messages by evaluating and installing the appropriate plugins.

#### Art Sales & Marketing

Painted, promoted, and sold fine art abstract works which generated revenue for self and local galleries.

#### Event Marketing & Fundraising

Conceived interconnected community art events between Pikes Peak Library District and Academy Frame Company to advocate for local shelter TESSA of Colorado Springs.

Assisted event social media advertising, joined the TESSA Outreach Coordinator for a radio interview conducted on KCME radio, and produced a press release in AP Style.

Exhibited fine art that raised several hundred dollars in just one evening for TESSA of Colorado Springs and Academy Frame Company's gallery.

### Publications as Art Director, Ripple Effect Publishing

(January 2015 – August 2017, Colorado Springs, CO)

#### From the Vaults:

##### The Iconic Concert Photography of Larry Hulst

Negotiated shared space with a competing project produced by the Fine Art Center of Colorado Springs for their event titled Front Row Center, which opened a market for the book.

Networked with a past employee of *Rolling Stone* magazine to expand the market awareness of the publication.

#### When Farming's in Your Blood:

##### A Portrait of Southern Colorado Farm Life

Efficiently completed a publication ahead of the client's anticipated release date, based on their past experience with larger print houses.

### Achievements as Senior Production Technician and Graphic Designer at VillageProfile.com, Inc.

(Fall 1999 – June 2004, Elgin, IL)

Scanned and enhanced photos, reviewed publications to minimize technical errors, and corrected proof errors with print vendors to optimize documents.

Initiated quality control of map projects, which raised the image standards of all the company's printed materials.

Designed in-house ads and community booklets according to established guidelines.

Interviewed, trained, and monitored new hires in a sensitive and attentive manner to facilitate production.

Earned recognition awards three times for exceeding company expectations in speed, process, and quality of work.

#### Education

Bachelor of Arts from Purdue University, with a concentration in Visual Communication Design.

#### Volunteer Work

ESL tutoring through Pikes Peak Library District.

Trail repair through Rocky Mountain Field Institute.

Customer Service

Retail Sales

Conflict Resolution

Confidentiality and Discretion

Supervision

Training New Hires

Inventory Management

Shipping and Packing

Point of Sale Systems

Customer Relation Software

Phone Etiquette

Customer Intake & Greeting

## Retail Experience

### Lead at Bass Pro Shops Colorado Springs

Customer Service, Retail Sales, Employee Supervision

(September 2024 - Present, Colorado Springs, CO)

Acted as floor manager, assigning tasks to associates to maximize productivity and customer service efficiency.

Expedited replenishing of stock from warehouse to floor, creating pleasing shelf presentations with clear pricing tags that augmented sales.

Maintained product knowledge through continued learning, providing customer service that increased sales.

Reviewed paperwork related to sales and shipping to reduce errors, protecting both the company and fellow associates.

Conducted phone "send sales" with urgency for out-of-town customers, building trust and relationships to guarantee repeat business.

Assisted in shipping inventory to other company locations and third party FFL stores, following SOPs to ensure orders arrived quickly and with professional presentation.

Handled department opening and closing procedures, staging the area for best possible start to current or subsequent day.

### Associate at Pikes Peak Habitat for Humanity ReStore

Customer Service and Non-Profit Thrift Retail Sales

(July 2024 - September 2024, Colorado Springs, CO)

Stocked items in a donation-based retail store, driving sales for a local branch of a national non-profit.

Steered customers to building supplies while creating a warm, welcoming environment by being attentive.

Sorted and priced inventory according to company standards, moving it from the warehouse area to sales floor in a timely manner.

### Lead at Sportsman's Warehouse

Customer Service and Corporate Retail Sales

(December 2023 - April 2024, Colorado Springs, CO)

Managed front end employees to resolve issues, and maintained a team atmosphere that was focused on the customer.

Engaged a diverse customer base with active listening and product knowledge to match their needs, which built repeat business.

Verified compliance checks for all government paperwork, including Forms 4473 and 3310, which reduced errors.

Catalogued acquisitions/dispositions, including use of a bar code scanner, which monitored stock in the event of audit.

Enacted scheduled cycle counts of merchandise to keep the company aware of any inventory issues.

Promptly shipped products to other store chain locations via UPS (including use of a thermal printer), which supported their customer service and sales efforts.

Stocked and displayed merchandise for optimal viewing by store patrons, which facilitated customer satisfaction and their shopping speed.

### Sales and Memberships at DCF Springs West

Member Services and Retail Sales at a Semi-Private Club

(November 2021 - October 2022, Colorado Springs, CO)

Greeted guests, created reservations, resolved member issues, and built strong relationships for sustained business in a club environment.

Promoted range memberships and related classes, activities, and events, demonstrating product knowledge to members and guests.

Developed strategies to ensure member retention and hold the company's profitability through engagement and participation.

Teamed with marketing and design teams to promote all events to expand store traffic.

Properly documented and processed legal sales and transfers of sporting and hunting goods according to regulations, both state and federal, which preserved company standing.

Protected records of customer transactions, including details of inquires, complaints, comments, and any actions taken to identify and eliminate weak points in customer experience.

As acting floor manager, generated end of day reports; noted data points used in weekly company strategy meetings.

Performed many maintenance duties in accordance with OSHA standards, operated proper equipment, and guaranteed facility protocols were met for the safety of both customers and staff.