

Profile

Qualified professional in Graphic Design, Web Design, Sound Design and Live Sound Engineering. Experienced in Public Relations, Marketing and Customer Service. Strong interpersonal skills. Focused task worker. Excellent team member. Intuitive, pragmatic, detailed and efficient.

Skills

- Twenty years experience with Apple computers, software and operating systems. Competent Microsoft Windows user.
- Ten years HTML coding experience, three years with PHP.
- Ten years experience with Pro Tools for editing and production. Five years experience with Logic for composition and production.
- Competent in the use of Qlab, Adobe Photoshop, InDesign, Illustrator, GoLive, and After Effects. Familiar with Final Cut, DVD Studio Pro, Compressor, BBEedit, Cyberduck, and Filemaker.
- Accomplished guitar player, singer, bass player, and actor. Able to sequence and compose on keyboard. Aspiring drummer.
- Full clean driving licence.

Experience

RESIDENT SOUND/MULTIMEDIA DESIGNER, PLAYHOUSE ON THE SQUARE, MEMPHIS, TN. 2003 - 2010

- Designed promotional materials including show posters, postcards, web graphics, print ads, newsletters, and season brochures.
- Developed a recognisable brand identity and conformed all marketing materials.
- Redesigned website adding online purchase of season subscriptions, and registration for events. Created Filemaker interface for administration to access data and update sections of the site. Added live webcam.
- Collaborated with Public Relations and Marketing committees, recommending the introduction of loyalty cards, patron surveys, web statistics analysis and quantification of advertising spends.
- Migrated offices from Windows to Macintosh computers. Provided support for hardware, operating systems, and software. Recommended and installed Mac Minis as Box Office Workstations. Replaced main server and assisted with the networking of three office sites.
- Photographer for all promotional shots, poster shots, live production shots, and special events.
- Designed sound for one hundred live musical and non-musical theatre productions.
- Composed, recorded and produced original music for six productions.
- Provided projection design, creating video animations, editing and manipulating digital video and still images.
- Received a Memphis Theatre Award for Projection Design in *The Wizard of Oz*, and ten nominations for Sound Design.
- Replaced, updated and maintained sound reinforcement systems and video technology.
- Installed Qlab Live Show Control computer playback systems for Apple Macintosh on both stages.
- Collaborated in the system design phase of Playhouse on the Square's recently opened state-of-the-art \$12.5m theatre.

WEB/GRAPHIC DESIGNER, UNIFIED PROFESSIONAL THEATRE AUDITIONS, MEMPHIS, TN. 2005 - 2010

- Created a brand identity providing graphic design for posters, postcards, registration forms and other promotional materials.
- Redesigned and relaunched website.
- Developed and launched online registration, implementing credit card processing, digital image uploading and databasing of resumes for approximately 1300 registrants per year, achieving a paperless registration process.
- Hand coded PHP and MySQL for the website, and designed a Filemaker front-end for the administrative office.
- Cut the work required to collate 125,000 mailed-in headshots and resumes from twenty volunteers taking up to two weeks, to one person monitoring online registrations in the database.

WEB/GRAPHIC DESIGNER, EVERGREEN YOGA CENTER, MEMPHIS, TN. 2006 - 2009

- Designed logo and branding for building signage, posters, postcards, merchandise, flyers, gift certificates and website.
- Designed, launched and maintained website in accordance with the brand.

WEB/GRAPHIC DESIGNER, JOE FICK, MEMPHIS, TN. 2009 - 2010

- Designed website and logos.
- Hand coded gallery pages in PHP to allow for easy addition, ordering and naming of images.
- Provided web interface for client to login and add performance dates, automatically updating two locations on the site.

MARKETING ASSISTANT, HASTINGS DIRECT, BEXHILL-ON-SEA, UK. 1999 - 2003

- Redesigned website following strict branding guidelines.
- Provided graphic and web design for a student targeted motor insurance brand, and other branch websites of the company.
- Traveled as photographer and representative to corporate sponsored events and public relations engagements.
- Wrote, designed and printed internal newsletter.

Education

University of Leeds, UK - BA (Hons) Popular Music Studies, 2002.

Referrals

- Whitney Jo, Managing Director, Playhouse on the Square, Memphis, TN.
(901) 937-6467 whitneyjo@playhouseonthesquare.org
- Courtney Oliver, Assistant Audition Coordinator, Unified Professional Theatre Auditions, Memphis, TN.
(901) 937-6461 courtney@upta.org
- Leah Bray Nichols, Founder and Primary Teacher, Evergreen Yoga Center, Memphis, TN.
(901) 647-2716 leah@evergreenyogamemphis.com