

## Freelance Clients

MindWell Psychology  
South Riding Pediatrics  
Farrell Pediatrics  
Capture Billing and Consulting  
Pediatric Associates of Alexandria  
Clary Eye Center  
B'z BBQ Company  
Nuance Painting  
Jack Morris Advertising  
Josh Burgess Group  
Christian Family Portraits  
DeVaux Farms  
Diamond Detail of Charlotte  
Lansdowne Bible Church  
Parliament of Owls  
W. Burgess & Sons  
Wireless Sales  
4Life Products



## Notable Experience

**Event Identity:** Applied a dynamic identity to a long running community event to add a larger scale appeal through media from posters, digital signage, direct marketing, web banners and more, helping the event raise over \$112,000 for Community outreach efforts.

**Response-driven Marketing:** Created a simple, no-cost promotion for a community event. The greater-than-anticipated response allowed us to parlay that event into a year-long series targeted to key member interests including job transition seminars and speakers such as CEO Inc's Debbie Millhouse and Coca-Cola's Frank Harrison.

**Web Design:** Designed an eclectic, fun and informative W3C-compliant, CSS-styled XHTML site for **MindWell Psychology** to replace their single contact-only webpage. Designed with clean markup and worked with SEO professionals to enhance search rankings. Traffic to the site increased and new client contacts rose dramatically.

**Comprehensive Sign Design:** Design of sign and wayfinding systems with simple yet versatile component construction for Northern Virginia communities **Stone Ridge** and **Leeland Station**, which resulted in four consecutive MAME award wins for Best Community Signage for Stone Ridge and FABA and MAME award wins for Leeland Station.

**Sales Collateral Overhaul:** Concept and conversion of the 1600+ document library of sales collateral for **List Services Corporation** from print-only 1-color files to secure, cross-platform PDF format with updated identity, making the company among the first in the industry to adopt the print and internet friendly file format, allowing for easy updating, generation and distribution or printing of sales collateral.

## Employment History

**YMCA of Greater Charlotte** 12/07 - 4/10

### Center City YMCA Ycommunity

#### YCommunity Marketing Director - Creative & Design

Coordination of marketing needs and materials with focus on Community Outreach efforts and annual goals. Work with Metro Marketing Dept. to keep efforts consistent and avoid redundancy. Working with branch Member Experience teams to create short and long range plans to enhance member experience and retention. Responsible for design, production and execution of wide-ranging materials from print to digital outside of or in addition to Metro Marketing Dept., for communication and promotion at branch and community level including partnerships, sponsorships and internal communication. Managed marketing budget, maintained vendor relationships, media buys and worked with Association office for public relation needs.

**Graphic Outpost** 9/05 – 1/08

#### Owner/Creative Director

Creative direction, including design and layout, concept for print, web, sign and copy. Traffic management of jobs, freelancers & vendors. Estimating, coordination, and final production on all jobs.

**Jack Morris Advertising** 5/00 – 8/05

#### Graphic Artist

Graphic creation for signs, print and web. Production of publication advertising, e-documents, signs & marketing illustrations. Prep and assembly of displays and presentations. Design and rough engineer of signs, display units and sales centers. Some systems maintenance.

**Direct Press Modern Litho** 7/99 – 5/00

#### Production Manager – Internet Services

Layout, design and preflighting of customer jobs. Traffic and customer service.

**List Services Corporation** 9/98 – 4/99

#### Graphic Designer – Marketing

Migrate sales sheets from 1-color print to 2-color PDF, design and imaging for report covers and presentation graphics.

#### Graphic Designer – Advertising and Promotions

Layout and design for 1-, 2- and 4-color print work, print advertising.

## Education

### Bachelor of Fine Arts; Graphic Design, 1998

#### Savannah College of Art and Design

Savannah, GA

Awarded Lockwood Henderson Scholarship, for students scoring 1100-1240 on the SAT

## Computer Fluency

Adobe Photoshop CS3  
Adobe Illustrator CS3  
Adobe InDesign CS3  
Adobe ImageReady CS2  
Acrobat 8 Professional  
QuarkXPress 3.3—6.5  
Macromedia Dreamweaver 8  
Macromedia Fireworks 8  
Macromedia FreehandMX 2004  
DAZ Bryce 5.5  
MS Office Suite (incl. MS Outlook)  
NeoOffice  
MS Publisher  
Adobe Premiere

XHTML and CSS  
Some PHP/MySQL experience

*\*Functional familiarity with many more applications.*

## Awards and Recognitions

### With Jack Morris Advertising – Employee and Freelance

#### Major Achievement in Marketing Excellence (MAME) Awards

Stone Ridge (Various Contributions)  
Stone Ridge 2003-2007 – Best Community Signage  
American Heritage Homes (Various Contributions)  
Leeland Station (Various Contributions)

#### Fredericksburg Area Builders Association (FABA)

Leeland Station FABA 2006

#### Aurora Awards

Stone Ridge 2007 Grand Aurora Award (Contributions)

#### Finest for Family Living / Monument Awards

The Reserve in McLean

### With Graphic Outpost

#### 2003-2004 Golden Web Award

SouthRidingPediatrics.com  
FarrellPediatrics.com

## For More Information...

Alternate versions of this resumé, production books and an online portfolio are all available at [www.rzambrana.com](http://www.rzambrana.com).

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## Actual Experience

Advertising design  
Banners  
Brochures, flyers and leaflets  
Budget-conscious production  
Campaign design  
Catalog design  
Copywriting  
Corporate ID & branding  
Digital signage  
Direct marketing  
Display kiosks  
Entry monuments  
Environmental and  
Interior sign packages  
Framed displays  
Forum & Blog styling  
General photography  
Grassroots marketing concepts  
Illustration & cartooning  
Image compositing  
Image editing and manipulation  
Internal communications  
Interactive e-publications  
Investor's proposals  
& annual reports  
Logo design and reconstruction  
Newsletters  
Point-of-Purchase design  
Posters  
Presentations & slideshows  
Print production  
Project management  
Promotional items  
Proposal covers  
Sales center design  
Sales collateral  
Site plans, floor plans  
and area maps  
Stationery suites  
Targeted marketing  
Trade show displays  
Typography  
Vehicle graphics  
Vendor coordination  
Web graphics & Animation  
Website design  
*and more...*



**RZ** robert erik zambrana  
graphic design • marketing • advertising

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