

HEATHER VAN DE MARK

a. 504 cathedral st., apt. 202, baltimore, md, 21201
c. 607-591-1535
e. h.s.vandemark@gmail.com
w. heathervandemark.com

Here's what I can do in a nutshell: Skills & Experience

PRINT DESIGN

Created company collateral (e.g. sell sheets, brochures, style guides, newsletters, ads, tradeshow booths) from concept to execution. Made promotional materials (e.g. posters, flyers, invitations, CD packaging) for freelance clients. Photographed people and events for publication and promotional use. Used industry standard design software.

WEB DESIGN

Designed digital media including web sites, e-mail campaigns, landing pages, and social media. Specialized in eCommerce and lead generation. Produced work consistent with web standards, best practices and SEO. Experienced in basic HTML/CSS. Updated content on pages using content management systems.

WRITING / EDITING

Written and edited internal reports, client reports and marketing materials. Taught a business writing course for my company's employees. Wrote for several online blogs. Reviewed materials in Spanish for publication. Created lesson plans to meet NYS standards of education. Volunteered to teach high school students creative writing.

MANAGEMENT

Interacted with clients throughout the design and review process. Managed multiple print and web projects simultaneously. Met and worked within strict deadlines and fixed budgets. Interviewed and trained new staff. Received excellent reviews from supervisors, and repeatedly fulfilled all quarterly goals.

SOFTWARE/PLATFORMS

adobe photoshop
a. bridge
a. illustrator
a. indesign
a. dreamweaver
a. acrobat
a. flash

microsoft word
m. excel
m. powerpoint
m. access

wordpress
HTML/CSS
MAC/PC interfaces

I try to keep busy: Professional & Volunteer History, Education, Affiliations

2009 Graphic Designer Freelance Jan 2009-CURRENT	2008 Web Designer Groove Commerce Oct 2008-CURRENT	2007 Creative Writing Teacher Open Space Arts Sep 2007-Jun 2009 VOLUNTEER	2005 Special Publicity Asst. II Cornell Cinemas Aug 2005-May 2006	2003 B.A. English; Feminist, Gender, Sexuality Studies Cornell University RECEIVED 2006 GPA 3.3 - Dean's List
AIGA Member since 2009	Community Affairs Specialist Anne Arundel County Dept. of Health Jan 2008-Jun 2008	Sales Associate Bin 604 Wine Sellers Apr 2007-Jan 2008	Publicity Chairperson Cornell Program Board Spring 2005 VOLUNTEER	Student Comp. Asst. III Cornell NBTC, Main Street Science Feb 2005-Aug 2006
	M.A. Publications Design University of Baltimore RECEIVED 2010 GPA 3.9			