

FREELANCE DESIGN & WRITING CONSULTANT

Expertise in media, book publishing, and financial news publishing | Focus on strategic planning, creative thinking, problem solving, and integrated communications systems | In-depth knowledge of print production and print buying | Consults on sustainable design practices and search engine optimization

Specialization in promotional and advertising collateral, marketing and sales tools, corporate and brand identity, exhibition graphics, and web design

Clients include >> Pearson Education, BtoB Magazine, Pensions & Investments, Invest MarCom & Events, Grisha: The Short, Scholastic Publishers, PhoneFusion, DIFRwear, The Citizen Pell Theater Group, The Manor Club of Pelham NY, Dreamgates Children's Movement, Discover Your Beauty Salon, Franklin Car Wash, Westmoreland Cabinetry

PROFESSIONAL EXPERIENCE

>> **CRAIN COMMUNICATIONS/INVESTMENTNEWS, NEW YORK, NY | Promotions Manager, 2008-2009** | Established and monitored master schedule for all ad/promo initiatives, including house ads, webcasts, sales collateral, special events, conferences, trade agreements, and circulation, online, and issue promotions | Managed and created integrated promotional campaigns and marketing materials to support ad sales efforts and increase print and online circulation for national weekly financial newspaper | Maintained marketing and advertising sections of website to drive traffic to featured events and online resources | Collaborated with print and product vendors to ascertain most innovative and cost-effective production methods | Developed dynamic and cohesive ad/promo content within the InvestmentNews brand for marketing, sales, and conference materials | Coordinated, wrote, and designed effective email blasts for various audiences to increase event registration, award submissions, ad sales, and new product awareness

>> **PEARSON EDUCATION/LONGMAN PUBLISHERS, NEW YORK, NY | Senior Designer/Copywriter, 2005-2008** | Maintained advertising schedules and budgets for the History, Philosophy/Religion, and Imports discipline lists to meet sales and marketing goals | Worked with marketing, editorial, authors, production, and manufacturing teams to take projects from concept launch through final distribution | Planned and executed the design and copy for print, web, and multimedia promotions to drive advertising and marcom efforts across Longman and pan-Pearson | Sourced print and mailhouse vendors to determine the most appropriate, effective, and impactful printing and mailing procedures

Junior Designer/Copywriter, 2002-2004 | Established direction, drafted, edited, and finalized design and copy for a variety of promotional materials including brochures, posters, catalogs, flyers, space ads, product logos, and websites | Maintained house ad and back cover copy schedules for over 150 titles per year

Marketing Assistant, 2000-2002 | Teamed with manager to develop marketing and advertising programs to increase sales of Literature and Developmental English textbooks | Designed, wrote, and proofread copy for catalogs, posters, brochures, product kits, and websites

EDUCATION >> **PARSONS SCHOOL OF DESIGN, NEW YORK, NY** | Certification in Graphic and Digital Design, May 2005
>> **UNIVERSITY OF NOTRE DAME, NOTRE DAME, IN** | B.A. in English and Economics, May 2000, Summa Cum Laude, Phi Beta Kappa | Sigma Tau Delta, English Honors Society | Omicron Delta Epsilon, Economics Honors Society | **COMPUTER SKILLS** >> Proficient Mac and PC user: Photoshop, Illustrator, InDesign, Quark XPress, Dreamweaver, Acrobat, Microsoft Office, XHTML, CSS, CheetahMail, FileMaker, ACT, Survey Monkey | Knowledge of: Flash, Javascript, JQuery, PHP | **PORTFOLIO** >> **www.alisonmain.com**