

# PAMELA B. DAVIS

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## OBJECTIVE:

### **Freelance Graphics Management**

Design and Production Services: Skilled in Quark, InDesign, Photoshop, Illustrator, Powerpoint, Word and Excel in both Mac & PC platforms. Entry level skill in web design XHTML/CSS, PHP/MySQL and Dreamweaver, focusing on expansion in this area.

## WORK EXPERIENCE:

*Self-Employed:* Berkeley Heights, NJ. 1993 to Present

**Freelance Graphics Manager:** Service a variety of clients. Responsible for design and production services on projects including advertisements, four color brochures, direct mail packages, ad journals and newsletters. Provide marketing consultation where applicable. On-site and off-site assignments.

*Burgdorff, Realtors ERA:* Corporate Office, Parsippany, NJ. March 1997 to August 2008

**Independent Contractor:** Worked consistently for 11 years on a full or part-time basis, as needed, covering a variety of tasks and positions. Maintained constant and strict deadlines for weekly advertisements. Worked directly with the Senior Vice President of Marketing. Also worked with VP of Relocation and VP of Training on various projects.

**Graphic Artist** responsible for producing real estate newspaper and magazine ads, direct mail pieces, special event pieces and corporate marketing materials. Specialty includes formatting and major production work.

**Event Coordination:** Produced materials in conjunction with yearly special events. Assisted in managing the back end of events, materials, set-up, break down. This included awards banquets and fund-raising events aiding Make-A-Wish and CASA.

**Program manager:** Managed IMPACT, a personalized monthly direct mail program for sales agents. Included design, copywriting, research, art and print production. Managed Circle of Excellence ad campaign which included creating over 30 group ads featuring up to 55 agents for various papers, each with different specifications. This included coordination of media placement with each of the 15 offices and 30+ papers.

**Media Coordinator:** Provided long-term and fill-in coverage for Media Director at various intervals. Responsibilities included communication with agents and personnel for 15 branch offices and outside vendors; coordination and placement for daily, weekly and monthly ads; monitor marketing schedules in relation to media plans for each of the 15 offices.

*Emmanuel Cancer Foundation:* Scotch Plains, NJ.

**Freelance Graphics Manager.** Provided design and production on a variety of materials. Handled projects from design through production, printing, distribution or mailing for a period of 5 years.

*Stone & Adler:* Chicago, IL, Division of Young & Rubicam.

**Senior Production Group Manager:** Responsible for print production of Direct Response vehicles and collateral materials from finished art through mailing. Range of activities included estimating, scheduling and print production. Clients included Sears, AT&T, IBM and Red Lobster.

## EDUCATION:

University of Maine, Orono, ME: B.S. in Business Administration, Major in Marketing  
Graduate courses in Direct Marketing, Roosevelt University, Chicago, IL  
Web Design: XHTML/CSS, PHP/MySQL, Dreamweaver

## PARTIAL CLIENT LIST:

Burgdorff, Realtors ERA  
NRT Eastern Seaboard Region  
Rein & Associates  
Emmanuel Cancer Foundation  
Biber Partnership AIA

*References upon request.*