

TAMMIE MCCLURE

GRAPHIC DESIGN PROFESSIONAL

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OBJECTIVE

Utilize 20-years' graphic design and marketing experience to help a company, organization or individual increase visual brand awareness via graphic design, marketing and advertising campaigns, print publications, promotional materials and social media advertising.

SKILL SET

- 20-years' experience
- Organized and creative
- Open to all ideas and design styles
- Deadline oriented
- Design for web and print
- Illustration and custom graphics
- Magazine design and layout
- Award winning layout and design
- Marketing and news writing
- Team leadership and management
- Product photography
- Copy editing and writing
- Shopify E-Commerce System
- Google Advertising
- SnapChat Filter Design
- Social Media Advertising
- Excellent Internet Research Skills

SOFTWARE

- MicroSoft Word
- MicroSoft Excel
- Adobe Illustrator
- Adobe PhotoShop
- Adobe InDesign
- Adobe Acrobat Pro
- Adobe DreamWeaver
- QuarkXpress
- NewsEdit
- Sage MAS 100
- Swifttype
- IContact
- HTML Code
- Windows or Mac OS
- Variety of CPANEL and FTP Software

EMPLOYMENT HISTORY

2012-PRESENT • **ARKANSAS' FLAGANDBANNER.COM** • MARKETING DIRECTOR

- Art Director for Brave Magazine
- Design in store signage & catalogs
- Design marketing and support materials
- Create custom illustrations, product packaging
- Oversee video, audio, social media campaigns
- Oversee marketing budget and projects

2011-2012 • **DILLARD'S CORPORATE ADVERTISING** • ROP GRAPHIC ARTIST

- Design national advertising materials
- Design in store signage and flyers
- Organize and track projects by deadline
- Create custom illustrations for special events, occasions, holiday features and other illustration projects.

2006-2010 • **THE LOG CABIN DEMOCRAT** • NEWSROOM DESIGNER / EDITOR

- Design and layout of all newspaper pages
- Design of graphics and photo editing
- Write a weekly column and feature articles
- Take photos for online and print
- Post to online newspaper
- Won 3 Associated Press design awards

2002-2005 • **LAFFERTY EQUIPMENT MFG.** • WEB AND GRAPHIC DESIGNER

- Created and maintained website
- Designed marketing and technical literature
- Wrote/edited technical and marketing copy
- Took photos and designed product catalogs
- Designed tradeshow booth/materials
- National Marketing Association design nominee

1994-2002 • **NEXUSWEB HOSTING & DESIGN** • WEB GRAPHIC DESIGNER

- Created and maintained websites
- Designed layouts and site style guides
- Wrote/edited client copy
- Photography and photo editing
- Liason with clients to interpret website goals to programming team

NON-CREATIVE POSITIONS

- 2010-2011 • **UNIVERSITY OF ARKANSAS COMMUNITY COLLEGE AT MORRILTON**
- 2005-2006 • **WILSON AND ASSOCIATES LAW FIRM**
- 2002 & 2005 • **HEIFER INTERNATIONAL**

EDUCATION

University of Arkansas Community College • AAS Graphic Design - Honor Graduate
Henderson State University • Art and History Double Major
Arkansas Governor's School - Hendrix College • Visual Arts Graduate - Literature alternate
Morrilton High School • 1991 Graduate

DESIGN AWARDS

- 2010 • Arkansas Press Association • Page Design Award Medium Dailies
- 2009 • Arkansas Press Association • Front Page Design & News Graphics
- 2009 • Associated Press Managing Editors • Best Headline Medium Dailies
- 2008 • Arkansas Press Association • Feature Page Design Medium Dailies
- 2005 • American Marketing Association • Small Business Web Design
- 2003 • Chamberline Design Award • National Chamber Of Commerce