

BRITTANY A. LAVERTY

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EXPERIENCE

Freelance Graphic Designer – Denver, CO

2005 – Present

www.BLDesignStudio.com

- Design and execute marketing and advertising material to meet specific needs and requests of clients.
 - | Logo/Identity Graphics, Newsletter and Blog Campaign Copy and Design, Website Design and Maintenance, Presentation and Campaign Print Materials (brochures, mailers, invitations, t-shirts, flags, packages), Digital Campaigns (HTML and digital copy for display and presentations), Press Release and Website Copy (Used Adobe CS Programs & MS Office)
- Manage accounting, invoicing and billing for clients.
- Continued IT maintenance, appointment scheduling, client contracts and positive client relations.

GrahamGolden Technologies – Denver, CO

July 2010 – August 2011

Administrative Coordinator/Marketing Professional

- Developed presentation materials, identity graphics and supplemental branding materials, marketing packages and flyers, press releases, website graphics and maintenance, and company event planning.
- Managed active and delinquent client accounts, billing, invoicing, purchase orders and product shipments, and client and vendor contracts whilst maintaining positive client and vendor relations.
- In-house human resources including onboarding/offboarding employees, management of payroll and benefit programs, expense reimbursement, commissions and positive day-to-day staff relations.
- Managed staff schedules, facilitate client meetings, maintain office supplies, and daily office upkeep.

Lee & Associates Commercial Real Estate Services – Carlsbad, CA

August 2008 – May 2010

Principal Marketing Representative | Interim Office Manager

- Planned and executed full scale marketing strategy and material creation for 30 real estate agents (over 500 property listings), a job which was previously divided amongst 3 separate persons.
- Designed 80% of all marketing materials used companywide.
 - | Magazine advertisements, E-mail/Broadband advertisements (HTML Coding), brochures, postcards, market presentations, custom site plans, maps and aerials (Used Adobe CS Programs & MS Office)
- Within a budget, coordinated with agents/clients to create marketing plans specific to each property.
- Managed office supplies, staff, technical issues, company events and general services when necessary.

Callaway Golf – Carlsbad, CA

Summer 2007

Public Relations: Paid Internship

- Assisted in the creation/publicity of a celebrity golf tournament benefiting the Ovarian Cancer Society. (Ambassadored by Eva Longoria and Halle Berry)
 - | Teamed with the Director of PR, Entertainment Industry Foundation and Bradskier
- Wrote/edited articles/presentations for the Int'l employee newsletters and 2007 Shareholder's Meeting.

O2B Kids – Gainesville, Florida

2005 – June 2008

Competition Dance Team Director | Asst. Manager of Dance Department

- Developed/oversaw the program schedule (over 250 students/45 classes wkly).
- Interviewed/trained/scheduled staff.
- Coordinated the end of year dance recital (over 200 students).
 - | Performance/rehearsal sched., ad/ticket sales, billing, marketing development and event promotion
- Oversaw the competitive dance teams (40 students).
 - | Managed the budget, billing, auditioning and coaching students/instructors and arrange team travel

EDUCATION

University of Florida – Gainesville, Florida

May 2008

Bachelor of Science: Communications - Operations/Management

Minor: Business Administration

SOFTWARE

Adobe Creative Suite 5: Photoshop, Illustrator, InDesign, Dreamweaver, Acrobat Reader and Flash

Microsoft Office Software: Outlook, Word, Excel, Publisher and Power Point

HTML coding, Quickbooks, Constant Contact and MailChimp

Video and Sound Editing: Audio Editor Pro/Acoustic Mixcraft Sound Editing and Direct Video Editing
