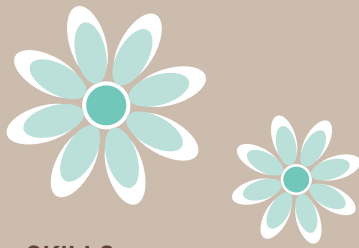


aimee drysdale design

www.aimeedrysdale.com
info@aimeedrysdale.com
540.818.4746



SKILLS:

Strong computer experience in both Adobe and Microsoft applications, including Photoshop, Illustrator, InDesign, Excel, and Word

Familiarity with CSS, PHP, JavaScript, and HTML

Working knowledge of CMS using WordPress and Joomla

Interested in new techniques and emerging technologies with the ability to quickly adapt to new situations and systems

Superior leadership and team collaboration with strong organizational capability and mind-set

Excellence in customer service and communication

EXPERIENCE:

ADVERTISING ACCOUNT COORDINATOR / DESIGNER *tba | PR + Advertising, Roanoke, VA*

November 2009 - Present

- Collaborate in development of client campaign concepts and design for both interactive and print
- Maintain and update company and client websites using WordPress and Joomla CMS
- Prepare internal advertising and marketing materials for print, online, and social media
- Facilitate efforts to develop, implement, and refine tracking procedures for client and prospect data
- Endorse strategy, development, and implementation of firm's advertising accounts
- Assist with production process across all mediums including print, broadcast, interactive, and PR
- Support and reinforce organization identification and securing of new business opportunities

INDEPENDENT DESIGNER

January 2006 - Present

Aimee Drysdale Design, Blacksburg, VA

- Concept and design interactive and print projects for client marketing materials
- Communicate status and next steps with clients during development and delivery stages

TEACHERS ASSISTANT

August 2009 - November 2009

School of Visual Arts, Virginia Tech, Blacksburg, VA

- Facilitate advanced packaging course together with Truman Capone, department head
- Prepare and present history, trends, and layout methods for modern packaging design
- Assist with photography and presentation of concepts and final projects completed by students

OFFICE MANAGER / EXECUTIVE ASSISTANT

January 2007 - November 2009

Olty Realty L.L.C., Blacksburg, VA

- Digitally update financial data and forms while streamlining office management processes
- Manage and maintain relationships with vendors, service providers, and administrative personnel
- Oversee all office projects and operations including renovations and tenant transitions
- Handle accounting functions for a \$2M company

GRAPHIC DESIGN ASSISTANT

May 2008 - September 2009

Virginia Bioinformatics Institute, Virginia Tech, Blacksburg, VA

- Design company's promotional materials, including posters, brochures, and publications
- Update website content using PHP for Public Relations and Education and Outreach divisions
- Photograph events and personnel for media and internal communications

PHOTOGRAPHER / MANAGERS ASSISTANT

June 2003 - August 2003

St. Augustine Alligator Farm, St. Augustine, FL

- Photo documentation of crocodile analysis by University of Florida and Animal Planet TV
- Full-time work assisting with animal care, customer service, sales, and office needs

RECOGNITION:

ADDY, gold: regional level, professional division for tba PR + Advertising	Spring 2011
SUMMIT AWARD, silver: regional chapter for tba PR + Advertising	Fall 2010
ADDYS, one gold, one silver: district level, student division	Summer 2010
ADDYS, one gold, two silver: regional, student division	Spring 2010
ADDYS, one gold, three silver: regional, student division	Spring 2009
SCHOLARSHIPS, departmental: Derek Meyers + Nadine Allen Memorial	Fall 2007 - Spring 2008

INVOLVEMENT:

<i>Multicultural Chair</i> , AAF "American Advertising Federation" - District 3	Spring 2011 - Present
<i>Programs Chair</i> , AD2 Roanoke	Summer 2010 - Present
<i>Designer/Account Executive</i> , CreateAThon 24hr Design Event	Fall 2009 and Fall 2010
<i>Student Portfolio Review Co-Chair</i> , AD2 Roanoke	Fall 2008 - Spring 2009
<i>ADDY Co-Chair</i> , AAF Roanoke	Fall 2008 - Winter 2010
<i>Treasurer and Member</i> , AIGA "American Institute of Graphic Arts"	Fall 2008 - Spring 2009
<i>Graphic Designer and Volunteer</i> , Kids' Tech University	Fall 2008 - Spring 2009

EDUCATION:

<i>Professional Development Seminar</i>	Summer 2009
HOW Design Conference, Austin, TX	
<i>Bachelor of Fine Arts in Visual Communications Design</i>	GPA In-Major: 3.4
Virginia Tech, Blacksburg, VA	May 2009
<i>Graduate with Photography Concentration</i>	June 2004
St. Catherine's School, Richmond, VA	