

DIANE C. FRASER

GRAPHIC DESIGNER

CONTACT

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SUMMARY

GRAPHIC DESIGNER with extensive experience in multimedia marketing encompassing both print and online formats. Passionate about creating marketing campaigns that successfully convey client brand recognition through superior design solutions utilizing current marketing trends. Versatile artist and leader who works well independently and as a collaborative team player. Accustomed to performing in deadline-driven environments while devoting great attention to detail.

HIGHLIGHTS

- Lead designer on "Top 5" client support team at Dex Media (top 5% advertising revenue clients)
- Awarded "Artist of the Quarter" eight times in four years across the entire Dex Media footprint
- Singled-handedly brought major online start-up into existence through branding and website development
- Provided 11th hour marketing promotion of Real Estate REvive event resulting in SOLD OUT ticket sales

EXPERIENCE

Mar 2015 – PRESENT MAJOR FREELANCE PROJECTS:

Mar 2017 – Jun 2017 CITRUS VALLEY ASSOCIATION OF REALTORS® (CVAR), Glendora CA

EVENT COMMUNICATIONS & GRAPHIC DESIGNER

Integral member of event communication team providing digital design support and video production to promote annual event resulting in first time sold-out attendance

- REAL ESTATE REVIVE CONFERENCE & EXPO 2017
- Created and coordinated the precise and timely release of print material for major annual event
- Produced event promotional and recap videos creating bustle for upcoming event as well as interest in 2018 event
- Created and maintained online updates of event details to push sell out status

Mar 2015 – PRESENT GAYGULL.com, Los Angeles, CA

MARKETING, BRANDING & GRAPHIC DESIGNER

Consultant and creator of online start-up company branding strategies and marketing campaign, resulting in substantial and measurable first year growth

- Initiated company branding through logo development, tagline creation, motto and mission statement formulation
- Created and coordinated launch of website through managing development and fulfillment of business plan
- Pushed first year growth through SEO implementation and strategic social media postings: Facebook, Twitter, Instagram
- Supported company growth and reach through creation and distribution of relevant promotional products

Jul 2000 – Mar 2015 DEX MEDIA / SUPERMEDIA / IDEARC / VERIZON, Los Alamitos, CA

WEB FULFILLMENT & GRAPHIC DESIGNER

Initially hired as Division Advertising Artist supporting a regional sales office and national artist team. Promoted from print to web platform onto Web Development team, and subsequently into the Custom Web department for high-end clients

- Maintained high-end client relationships by assisting the Custom Web team with personalized website development
- Secured high level customer satisfaction through website creation and revisions, SEO fulfillment, social media fulfillment
- Increased sales revenue through creating next-level business advertisements for Media Consultant presentations
- Fulfilled "sold" advertising design layouts for print media such as: direct mail, magazine, and yellow page ads

SKILLS

Comprehensive understanding of Adobe Creative Suite including Photoshop, InDesign, and Illustrator. Excellent knowledge of Wordpress web design platform and video editing software Final Cut Pro. Proficient understanding of Social Media platforms, Facebook, Twitter, and Instagram. Extensive experience creating event and fundraising collateral, infographics, proposals, campaign awareness documents, and digital assets for revenue-generating projects. Well-developed written and verbal communication skills. Successful project management experience. Enthusiastic team leader. Eager to learn new skills!

EDUCATION

Bachelor of Arts

Union Institute and University, Cincinnati, OH