



Heidi Bryant

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Professional Experience

Freelance Graphic Designer & Marketing Assistant (MA, CO, GA, & MN) 1/96–Present

- ≈ Graphic design, marketing coordination, and planning of Rockwell Kent Festival
- ≈ Web design and maintenance
- ≈ Design of collateral materials such as business cards, brochures, etc.; logo design
- ≈ Marketing for dance studios including brochure layout, editing, printing; bulk mailing; program layout; ad preparation; accounts receivable/tuition collection; student management

Marketing & Finance Associate – Great River Shakespeare Festival (Winona, MN) 4/12–11/13

- ≈ Graphic design of playbills, brochures, posters, ads, logotypes, flyers, signage, etc.
- ≈ Website updates and page design; marketing and sales support
- ≈ Accounts receivable, accounts payable, audit preparation, financial statements, etc.

Business Manager – APRS World, LLC (Winona, MN) 6/08–12/11

- ≈ Website design and maintenance, including shopping cart website
- ≈ Marketing coordination including product branding, ad placement, and shopping cart website
- ≈ Layout of ads, spec sheets, banners, product labels, and product manuals
- ≈ Sales support, customer support, order fulfillment, and vendor relations
- ≈ Accounts payable and receivable, human relations, and payroll

Production Specialist – settingPace (Winona, MN) 8/07–6/09

- ≈ Coordination of K-12 textbook ancillary production including supervision of projects between production crew in India, translators in Ohio, and clients such as Glencoe and Prentice Hall
- ≈ Book production including page composition, typesetting, creation of graphics, etc.

Computer Instructor – Assabet After Dark (Marlboro, MA) 3/95–12/97

- ≈ Adult Instruction in Microsoft Word, Microsoft Excel and Aldus PageMaker

Marketing Administrator – Adams-Smith (Hudson, MA) 1/95–12/95

- ≈ Development of marketing materials including brochures, catalogs, price lists, ads, etc.
- ≈ Design and implementation of customer database used to track leads, contacts and sales

Marketing Manager – Connecting Point Computer Center (Lawrence, KS) 10/90–8/94

- ≈ Marketing and telemarketing planning, design and coordination
- ≈ Supervision and training of administrative support staff; accounts receivable; sales support
- ≈ Organization of special marketing projects, seminars, events, and community service projects
- ≈ Planning, desktop publishing, copy writing, layout, placing, and filing of cooperative advertising claims for ads, flyers, brochures, and other marketing pieces
- ≈ Policy manual preparation, form creation, various office management projects

Education

Agnes Scott College (Decatur, GA)

- ≈ Degree: Bachelor of Arts in Music, December 1987 – Graduate with Honor
- ≈ Honors: Emma Baugh Scholarship in Music, Nanette Hopkins Scholar in Music

Sessions Online School of Design (New York, NY)

- ≈ Degree: Certificate in Graphic Design, July 2006

Computer Skills

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| ≈ InDesign CC | ≈ Dreamweaver CC | ≈ Microsoft Excel |
| ≈ Photoshop CC | ≈ HTML/CSS | ≈ Microsoft Word |
| ≈ Illustrator CC | ≈ WordPress | ≈ Microsoft Powerpoint |