

# valerie PETRARCA

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## Skills

InDesign, Photoshop, Illustrator, Print Preproduction, Photography, Microsoft Office, HTML/CSS, Dreamweaver, Final Cut Pro, Mac & PC platforms

## Education

BACHELOR OF SCIENCE IN TECHNOLOGY

Bowling Green State University

Bowling Green, OH

**Major:** Visual Communication Technology

**Minor:** Marketing

## Previous Experience

### Admarketing — Los Angeles, California

GRAPHICS PRINT MANAGER, JUNE 2010 — PRESENT

Responsible for design and production of all print materials for multiple clients, ranging in complexity from postcard mailers and newspaper ads to billboards and bus wraps. Built all mechanicals and acted as liaison to various printers in order to monitor project progress and approve final proofs. Worked to both refine preexisting pieces as well as develop new concepts, all while keeping consistent with client directed branding.

### The Food Network, *Guy's Big Bite* — Los Angeles, California

GRAPHICS ASSOCIATE PRODUCER, MARCH 2010 — APRIL 2010

Created a variety of packaging designs for a televised show, greeking preexisting items with new labels for on camera usage. Aided production by working quickly in an extremely fast-paced environment, producing changes or new designs with little advance notice. Managed an art production assistant, assigning tasks and working together to efficiently accomplish goals.

### Freelance — Los Angeles, California

GRAPHIC DESIGN & PRODUCTION, OCTOBER 2007 — PRESENT

Produced multiple apparel catalogs for internationally known fashion brands Calvin Klein and Speedo. Conceptualized and created marketing materials such as flyers, postcard mailers, and brochures for the acclaimed Colburn School. Enforced strong attention to detail and fact-checking skills as a team member responsible for the design and production of entertainment packaging materials at TM Limited. Designed promotional elements for The Coffee Bean & Tea Leaf that were used in both domestic and international stores.

### Bon Appétit — Los Angeles, California

ART PRODUCTION ASSOCIATE, NOVEMBER 2006 — OCTOBER 2007

Member of an in-house team responsible for the production of a popular monthly magazine. Acted as a liaison between the editorial and art departments by managing projects and maintaining the flow of productivity within each area. Collaborated on and edited magazine layouts, managed and maintained design style guide. In charge of scanning film, organizing and updating image database, and performing touch-up work on photographs.

## References

Available upon request.