



anyadowning
Anya Downing
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resume



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software

Applications

- MAC & PC Platforms
- Dreamweaver
 - Illustrator
 - Quark XPress
 - InDesign
 - Photoshop
 - Flash
 - Acrobat
 - Microsoft Word
 - Excel

Objectives

Personal

Profile

Striving to incorporate my skills in engagement marketing (social media), online marketing initiatives and creative design in order to develop brands, products and services effectively to market.

work

Experience

2008 ~ 2010

Imperial Image . N Chelmsford MA
 Design, Marketing & Sales

- Creating marketing communication articles: Blogs, Press Releases, Content for Websites and other branded marketing materials.
- Initiated Social Media objectives into the company by establishing various social networks and building up corporate visibility through the social media community.
- Repositioned the company's traditional printing business by adding visual communications services.

2000 ~ 2008

Anya Downing Design . Georgetown MA
 Freelance Contractor

- Conceptualized, designed and produced product line catalogs, sell sheets, direct mail pieces, brochures, tradeshow banners, product labels and company logos.
- Developed and created custom websites for various small business clients, balancing site structure with crisp, clean graphics.
- Coordinated production, print runs and delivery of collateral projects, often negotiating services and production solutions to meet client budgets.
- Adept communication skills to siphon client inspirations, needs and expectations into distinctive final art by utilizing multimedia tools to take visual concepts to the next level.

1997 ~ 2000

Probe Media, Inc . New Milford CT
 Senior Graphics & Web Designer

- Created and managed print advertising and then integrated designs into web media.
- Project management with programmers, outsourced and in-house designers.

1995 ~ 1997

First Brands Corporation . A&M Products, Inc. Division . Danbury CT
 Marketing and Associate Product Manager

- Promoted to marketing department in the cat litter products division, Scoop Away Cat Litter & Private Label Cat Litter.
- Created marketing forecasts, retail analysis and production forecasts for Scoop Away and Private Label products.
- Worked with advertising department on creation of sales material for quarterly mailings and brand imaging.

1993 ~ 1995

First Brands Corporation . Glad Brand Home Products . Danbury CT
 Senior Advertising Coordinator

- Promoted to Advertising Coordinator and managed the growth of the graphic arts department to 7 in-house designers.
- Liaison between marketing and advertising department, while scheduling the printing of quarterly sales materials and packaging print production.
- Responsible for managing several budgets in excess of one million dollars.

1990 ~ 1993

First Brands Corporation . Glad Brand Home Products . Danbury CT
 Graphic Designer

- Hired as the initial in-house designer for corporate advertising department.

education

Degree

Sacred Heart University
 Fairfield . CT

Credits toward Masters Degree
 Major: Marketing

St. Thomas University
 Miami . FL

Bachelor of Arts Degree
 Major: Communications & Design

Graduated Summa Cum Laude
 (GPA 3.9)

International Fine Arts College
 Miami . FL

Associates Degree
 Major: Graphic Design

Illustration Award
 (Pen & Ink Drawing)

online

Portfolio

- www.engagemarketingdesign.com
- Printed samples available at time of interview.
- References and recommendations available upon request.



- @anyadowning