

# Jill Ranee Roberts

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## AREA OF EXPERIENCE

- Graphic Design
- Ad/Art Dept. Management
- Client Service
- Ad Campaign Creation
- Budget Management
- Print Buying
- Digital Publishing
- Project Management
- Media Buying

## WORK HISTORY

GRAPHIC DESIGNER

### GRAPHIC DESIGNER/OWNER

*Jill Roberts Graphic Design & Art Studio (Temecula, CA)*

I primarily produce printed marketing materials for small business—including mom & pop businesses of all types, non-profit organizations, IT technology partners, medical providers, and medium-sized manufacturing companies across the U.S. I work directly with both the clients and their marketing depts. My major responsibilities include complete project and budget management, design, layout, scheduling, proofing, editing, ad campaign coordination, print media buying, and preparation of accurate digital file output. (Present)

GRAPHIC DESIGNER

### GRAPHIC DESIGNER

*The Home Depot Supply, Inc. (San Diego, CA)*

Major responsibilities included Project Management & Graphic Design/Production of national direct mail marketing, sales pieces and several annual catalogs. Also produced special event pieces and trade show graphics. Worked in conjunction with large Creative Services & Marketing Depts. including our in-house photo studio, product merchants, copy-writers, proofers, and illustrators. Responsible for accurate digital file output, proofing and blueline approvals. This branch of Home Depot billed \$3million/day thru direct mail, catalog and internet orders. (8/02-12/04)

SENIOR GRAPHIC  
DESIGNER/  
ASST. PRODUCTION  
DIRECTOR

### SR. GRAPHIC DESIGNER/ ASST. PRODUCTION DIRECTOR

*San Diego Business Journal (San Diego, CA)*

My major responsibilities included the graphic design and processing of client's ads, designing in-house sales materials and supplement covers, and managing the flow of projects between the sales and production departments. (8/01 to 6/02)

DIRECTOR OF  
ADVERTISING

### DIRECTOR OF ADVERTISING

*Coughlin Automotive Group, Inc. (Columbus, Ohio)*

Hired by the owner of this automotive group to establish an in-house advertising department, I promoted each dealership through TV, radio, print, direct mail, special events, and outdoor advertising. I provided creative/branding direction, printed promotional materials, wrote and produced radio, TV spots, and a weekly cable TV show, purchased all the advertising and printing, involved the dealerships with community projects, reconciled media invoices, filed for co-op money, and managed a million dollar/year advertising budget. Coughlin Automotive Group has five locations. (10/00 to 6/01) (Left this position due to my husband getting a job in and relocating to San Diego, CA.)

**Goals Achieved:** Established the company's first in-house ad agency, computerized their ad budget in Excel, negotiated all new media contracts, and planned 12-mo promotional schedules.

OWNER/  
GRAPHIC DESIGNER

**OWNER/ GRAPHIC DESIGNER**

*Roberts Advertising & Design Co. (Columbus, Ohio)*

I provided clients with graphic design, media-buying, and budget management services. Projects included the design and printing of brochures, logos, annual reports and sales materials; the creation and placement of radio & TV commercials, and the design and placement of print media ads. (12/96-10/00)

SR. GRAPHIC  
DESIGNER  
PRODUCTION  
MANAGER

**SENIOR GRAPHIC DESIGNER/ PRODUCTION MANAGER**

*The Legend Magazine (Granville, Ohio)*

My major responsibility was managing the design & production department of this full-color county-wide "people/local story" magazine.

**Goals Achieved:** The creation and implementation of the monthly production schedule, development of advertisers' campaigns, ad & page design, purchased pre-press and printing, developed promotional material & media kits, established a digital in-house art department, trained production artists, interns and assistants. (2/93-12/96)

STUDIO MANAGER/  
GRAPHIC DESIGNER

**STUDIO MANAGER/GRAPHIC DESIGNER**

*The Advertising & Design Group, Inc. (Columbus, Ohio)*

Major responsibilities in this full-service agency began with design and production of ad campaigns, sales material/promotional pieces; brochures, logos, ads, billboards, radio & TV commercials, directing photoshoots, developing the first traffic/ production schedule; then was promoted to managing the creative & production staffs. Also created and published a monthly magazine named The Columbus Communicator focusing on local advertising and media business. (Industries included: Hotel/Restaurant, Automotive, Retail, Boat & Recreation, Banking/Finance, Food & Beverage, Pharmacy, Hi-Tech, Jewelry, Broadcast Communications, Healthcare) (1986-1993)

**SUMMARY**

My many years experience working in the graphic arts, advertising and printing industries . . . combined with a focused education, the ability to communicate with others, including the media, pre-press and printing departments, the ability to manage a budget and having daily hands-on Mac computer experience . . . qualify me to manage creative projects & people at many levels.

**EDUCATION/TRAINING**

- MacOSX & Adobe InDesign Training (2003)
- Brian Tracy Sales Seminar (2001)
- General Motors Advertising Seminars (2000, 2001)
- Business Leadership, Goals & Motivation (1999)
- Photoshop Advanced Techniques (1998)
- Salesmanship for the 21st Century (1998)
- Quark for Mac (1997)
- Columbus State Community College Business Mgt. and Math (1981-1982)
- The Columbus College of Art & Design BFA in Advertising Design. (1981)

**COMPUTER SKILLS**

Mac OSX, Adobe InDesign, Quark, Photoshop & Illustrator, MS Office, Excel, PowerPoint, Explorer, Netscape, Safari, Entourage, Suitcase & Font Book, PageMaker, ACT Database, Oracle. Postscripting, distilling, PDFing and transferring files. Accurate Pre-press Digital file output.

**COMMUNITY SERVICE & HOBBIES**

- Active Rotary Club family
- Painting & Drawing for Art Shows, Reading