

Stephanie

Stephanie Horgan
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**22 years experience as freelance Graphic Designer
for web and print, Marketing Consultant, Advertising
Agency Director and Marketing Director**

Education

1982 - 1986 University of Florida, Gainesville, Florida
Bachelor of Science - Business Administration, Marketing - Major and German - Minor

Related Knowledge & Experience

- Comprehensive experience in using QuarkXpress, Dreamweaver, html, Adobe Photoshop, Flash, Freehand, PageMaker, Microsoft Word, Microsoft Excel, PowerPoint and other related graphic programs
- Experience in various demographic and mapping software such as AtlasPro, MapInfo, SEAMKIS
- Extensive experience planning and designing advertising/marketing materials for all types of mediums
- Experienced in purchasing and placing advertising in all types of medium
- First hand experience in creating and adhering to advertising and marketing budgets

Employment

**January 1997 - present, Marketabilities
Owner**

Marketabilities is a self-created graphic design firm specializing in the creation of collateral print materials, website design, logo creation and company identity creation. To view my online portfolio, please visit www.marketabilities.net.

**May 1996 - January 1997, SFO Advertising
Director of Enhanced Services**

This new position was created to expand the company's current service offerings, which was primarily yellow page advertising placement, into natural extensions for existing clients to increase SFO's profits and solidify long term relationships with customers. Value added service offerings implemented were as follows:

- Demographic Reporting - These reports were generated for each client to assist in developing effective marketing and advertising programs for prospecting, as well as understanding and retaining current customer base
- Placement and creation of advertising/marketing in all advertising mediums (primarily newspaper advertising, radio, newsletters, sales collateral, point-of-purchase displays, billboard advertising)
- New account generation

Employment continued

**February 1991 - May 1996, ARCH Wireless
Marketing Director, Southeast Division**

Position involved the development and implementation of a telecommunications company's overall marketing strategy in seven southeastern states. Responsibilities included:

- Coordination of marketing plan and all of the related financial forecasting
- Direction of all advertising and promotion strategies
- Creation and implementation of all marketing support materials
- Development and implementation of all areas of new product distribution, including pricing, product display, product awareness, etc.
- Evaluation of commission and quota schedules for all sales and sales management employees
- Training on product and services for sales employees.
- Creation of sales training manual and implementation of sales training programs
- Coordination of office space from locating new space, to space planning, to overseeing upfit/renovation to create retail presence

**October 1988 - February 1991, ARCH Wireless (formerly
Arch Southeast Communications)
Marketing Support Specialist**

Coordinated all marketing, promotions, sales recognition and advertising efforts for telecommunications products in five southeastern states. Responsibilities included:

- Development of all collateral and direct mail materials
- Production and placement of advertising in various types of media including yellow page directories, newspaper, magazines, radio, television and outdoor
- Implementation of sales representative promotion and recognition programs
- Coordination of all printing of forms, business cards, etc.
- Editor of bimonthly newsletter
- Coordination of opening new retail facilities

**August 1986 - October 1988, FITECH (formerly Norrell
Financial Systems, Inc.)
Marketing Associate**

Planned, designed and produced marketing brochures and product literature for NFS Computer Software designed to accommodate the data processing needs of credit unions. Prepared graphic presentations for sales proposals and training programs. Planned and coordinated trade show involvement and sales presentations at state and national conventions, as well as public relations functions. Installed and coordinated the sales tracking database and designed specific reports for managers and sales representatives.

Horgan