

## **PIERCE CREATIVE MARKETING SERVICE: 2006 - Present**

Principle and Owner - A professional, creative marketing resource for web design, graphics and social media.

## **CAPITAL CITY PRESS - 1997 - 2006**

Online Content Producer/Promotions Coordinator ~ July 2003 – August 2006

2theadvocate.com/Baton Rouge, LA

- ✕ Create, schedule and monitor all WBRZ and Advocate site promotions and contests
- ✕ Create and edit site content
- ✕ Collaborate with advertising team on revenue, clients and campaign creations
- ✕ Ascertain and solve technical failures, monitor ad schedules
- ✕ Create and manage site trade show events, event collateral material and promotion
- ✕ Responsible for content, coding and updates of employee intranet site

Asst. Supervisor ~ July 2001– May 2002

Creative Services Dept., THE ADVOCATE

Supervised work flow, interview employee prospects, resolve technical failures, meet nightly deadline and general graphic direction

Trainer: Design and Pagination ~ April 2000–July 2001

Creative Services Dept., THE ADVOCATE

Trained all new employees on Creative Services work flow and software > Quark, Photoshop, Illustrator and all other applicable

Advertising Graphic Designer ~ April 1997–2000

Creative Services Dept., THE ADVOCATE

Assistant Team Leader, paginated paper, created ads and general graphic design

## **HATTIESBURG AMERICAN - 1994 - 1997**

Advertising Graphic Designer ~ 1995–1997

Hattiesburg American, Hattiesburg, MS

Responsible for designing spec ads and special section covers, assisting sales with ad ideas

Production Composition ~ 1994–1995

Hattiesburg American, Hattiesburg, MS

Responsible for typesetting, paste-up of retail and classified ads

1993-1995 Dennis Pierce, Inc. Office Mgr., AR/AP, Customer service, Advertising

1991–1993 Mason Plywood, Inc., Hattiesburg, MS: Accounts Payable

1989-1991 Timken Mercy Medical Center, Canton, OH Surgery Pre-test Scheduler

1983-1989 While attending college, I was employed full time by Methodist Hospital of Hattiesburg. I also did freelance advertising.

### **Education:**

1983–1988 University of Southern Mississippi

Major: Art/Minor: Marketing - did not receive diploma

1978–1982 Hattiesburg High School

### **Workshops/Conferences:**

2006 Interactive Media Conference - Las Vegas

2005 Macromedia Conference – New Orleans

2004 Interactive Conference – Atlanta

2003 Mac Design Conference - Chicago

2002 Monthly Supervisor Training Workshops

2001 Nexpo - New Orleans

2000 Quality Control Workgroup

1996 Photoshop Seminar – New Orleans

### **Awards:**

2000 Louisiana Press Association

Second Place Color Over 1/4 Page

1997 Mississippi Press Association,

First Place Award Best Political Ad, Black and White

1997 Employee of the Quarter, Hattiesburg American. In recognition of ads created for Centennial Book

1997 Mississippi Press Association

Numerous Second and Third Place Awards

Software: Illustrator, Quark, Photoshop, Freehand, Acrobat, Streamline, Word  
Dreamweaver, Flash, CuteFTP, Imagemaker and various other site specific software

References: Available upon request