

Susan Barclay | Barclay Design

Graphic Designer and Marketing Professional

P.O. Box 745, Capitola, CA 95010 | 415.215.8844 | susan@barclaydesign.net | barclaydesign.net

Print design and production: Adobe CS3 suite applications

Web design and development: HTML, CSS, Dreamweaver; experience with CMS and ColdFusion

Professional Experience

Barclay Design, Capitola, CA | April 1998–Present

Designer / Principal

+ **Marketing and design solutions for small businesses:** Specializing in brand development and full-service creative and marketing project management, including: strategic planning; development and production of printed materials and web sites; and execution of direct mail and email campaigns.

+ **Book design:** Book cover and interior design for education publishers.

Math Solutions, Sausalito, CA | May 2001–May 2009

+ **Creative Services Manager | October 2007–May 2009**

Responsible for the creation, project management, and design of all direct mail and email campaigns. Assisted in hiring, trained, and led a two-person creative team. Managed ongoing development of corporate web site, including content revisions, technical implementation and design. Project managed quarterly online newsletter production with distribution to 40,000+ subscribers, as well as production and design of annual product and services catalog. Contributed to package design for multimedia product and book cover design. Built strong relationships with vendors and independent contractors.

+ **Web site Manager | July 2006–October 2007**

Managed development of corporate web site, including content revisions, technical implementation, design and ongoing site maintenance. Project managed quarterly online newsletter production with distribution to 40,000+ subscribers. Project managed, designed and produced all email marketing campaigns. Developed and maintained successful partnerships with vendors.

+ **Webmaster/Graphic Designer | March 2003–June 2005**

Managed development of corporate web site, including content revisions, technical implementation, design and ongoing site maintenance. Project managed quarterly online newsletter production with distribution to 40,000+ subscribers. Project managed, designed and produced direct mail and email marketing campaigns. Developed and maintained successful partnerships with vendors. Managed the initial phase of company's web site redesign, leading a cross-functional team of editorial, sales and creative staff, and contractors. Project managed design and production of annual products and services catalogs.

+ **Marketing Coordinator | May 2001–February 2003**

Designed printed marketing material. Assisted with design and production of tradeshow booth materials and helped coordinate material delivery and set up. Coordinated all direct mail campaigns, from culling lists to delivery of material to mail house. Assisted with maintenance of marketing database.

California Rag Company, San Rafael, CA | June 1997–May 2001

Business Partner

Helped establish and grow a clothing recycling business responsible for re purposing hundreds of tons of used clothing each year. Developed lasting relationships with clients and vendors. Designed, wrote copy, and produced all marketing material including corporate identity, brochures, package design, and company web site.

GR Media, Novato, CA | April 1999–October 1999

Graphic Designer/Production Designer

Collaborated with creative director to produce print material and web sites. Worked closely with clients to develop effective design solutions to fit their needs. Responsible for production work on large corporate web sites. Assisted with copy writing for marketing collateral.

Platt College, San Francisco, CA | December 1998–March 1999

Teacher's Assistant

Austin Knight, Sausalito, CA | February 1998–August 1998

Desktop Publishing, Project Management

Education

Platt College | April 1996–November 1998

Certificate in Graphic and Multimedia Design