

An Lefevre

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OBJECTIVE

To obtain a challenging and interactive design retainership within a team environment that utilizes my comprehensive experiences in marketing, design and web technology.

EXPERIENCE

anoriginal.com
Boston, MA
october 1999 to present

Independent Marketing, Design and Internet Consultant

Own and operate one-woman marketing, design and internet consulting company which caters to small and medium-sized businesses. Whether projects call for one, a combination or all aspects of services, each one is treated uniquely and approached with exceptional attention to detail and professionalism.

- *Graphic Designing* involves the use of professional image editing and layout software such as Adobe Photoshop, Adobe Illustrator and Quark Xpress to produce various types of marketing collateral.

Final products incorporate conceptualizing, designing and pre-press/post-production management for full color assets such as:

- Brochures
- Data Sheets
- Magazine Advertisements
- Price Lists
- CD Album Cover & Label Designs
- Video/DVD Cover & Label Designs
- Trade Show Displays/Posters
- *Website Development* includes utilizing knowledge of HTML language and understanding corporate internet strategies to concept, plan, design and program corporate and e-commerce websites . Additional website maintenance performed as needed to keep sites up-to-date.
- *Project Management* includes brainstorming and conceptualizing campaigns, writing technical copy for various marketing collateral; also coordinate with clients and shipping services to successfully complete and deliver a product on time.
- *Research Analysis* includes analyzing and making recommendations based on data gathered through primary and secondary research for various purposes such as media planning, direct mail campaigns, as well as long-term customer satisfaction.

amiable technologies, inc.
san juan capistrano, ca
july 1996 to october 1999

Marketing Communications Manager

Simultaneously manage several marketing projects, both on-going and deadline-oriented, for software manufacturing company in the signmaking and graphic arts industry.

medcom, inc.
cypress, ca
march 1995 to may 1996

Researcher

Provided statistical content gathered through primary and secondary research for educational series of videos aimed at consumer health.

SKILLS

Proficient in both Macintosh and Windows platforms. Intermediate to advanced level user for Microsoft Office; QuarkXPress; Adobe Photoshop, Adobe Illustrator, Adobe Acrobat; Adobe GoLive; HTML programming & Macromedia Flash.

EDUCATION

Pennsylvania State University Bachelor of Science in Business Administration, Marketing Major, 1994

**Marketing samples such as collateral, CD-ROMs and professional references available upon request.
Online portfolio can be found by visiting www.anoriginal.com.**