

ANDREA TRACE

Designer, Copywriter, Fine Artist

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Freelance Illustration, Fine Art and Graphic Design | Andrea Trace Fine Art and Design

2016 - present

- Maintain retail fine art and design studio; follow trends in art and design; create fine art products for retail sale;
- Illustration and surface pattern design for private label line of paper goods;
- Various design and illustration jobs for print and web; Logo creation; feature article writing;
- Maintain an Etsy online store selling my custom paper goods and hand carved rubber stamps/lino printing blocks;
- Email marketing campaign creation: design, copywriting, photography; coding and sending emails via Mailchimp and Constant Contact; maintaining and growing email contact database;
- Wordpress and Bootstrap website design, coding and ongoing maintenance;
- Course outline creation and project development for adult and youth art classes; teach adult and youth mixed media art classes in acrylic painting, drawing, collage and surface pattern design (manual and digital processes);
- See AndreaTrace.com for portfolio and examples.

Senior Designer, Marketing Manager | Sunrise Records and Jean Machine

1991 - 2015

- Initiated and stabilized brand presentation; conceptualized, designed and implemented advertising campaigns and direct marketing initiatives;
- Assisted in the increase of co-operative marketing budget by over 40% through strategic planning and coordination of objectives with buying department;
- Production management and design of our monthly magazine: *Needle*. Coordinated incoming materials from various co-op partners; designed ads, wrote articles, maintained information flow and managed overall timeline;
- Design and HTML coding of landing pages linked to email campaigns; HTML/CSS coding for responsive web design (Bootstrap) and email applications; WordPress web design and maintenance; design and coding of mobile-friendly email templates;

- Created and presented marketing plans to co-operative advertising partners and to company management and staff;
- Provided liaison and developed communication processes between marketing, buyers, store operations and management; liaised with co-op partners;
- Supervised junior staff in creating ongoing web and email initiatives; established social media presence and developed strategy and voice; wrote press releases and articles.

Bookkeeper | Christopher's Gardens, Inc.

1996 – present (part time)

- Accounts receivable and payable; payroll; remittance reports (HST, source deductions);
- Invoicing; filing and data organization; phone and email customer care; creating reports; writing and typing memos and customer communications;
- Maintaining website;
- Preparing data and reports for, and liaising with accountant.

CORE QUALIFICATIONS

- Proficient in a wide variety of illustration styles in a range of media
- Graphic design, direct email marketing, copywriting, proofreading and print production management; Marketing department management including administration, budgeting, scheduling, interdepartmental communications
- 8+ years experience working remotely with well developed independent time-management and project coordination skills
- Proficient in Adobe Creative Suite programmes (Mac and PC) including Photoshop, Illustrator, Dreamweaver, InDesign and Acrobat
- Email Marketing Management including content creation, copywriting and proofreading direct email marketing campaigns, social media short posts, long form blog posts, feature articles and strategic documents
- Customer contact database and email list management and growth; ability to identify target audience and segment email list for demographic-specific campaigns; web traffic statistical analysis and knowledge of Google Analytics; knowledge of SEO best practices for websites and email campaigns
- Hands-on experience with email marketing platforms and content management systems (ExactTarget, Mailchimp, ConstantContact)
- Crafting and implementing social media strategy via Facebook, Twitter, Hootsuite, LinkedIn, Pinterest and Instagram
- Proficient in Microsoft Office programmes (for both Mac and PC) including Word, Excel, Acrobat and PowerPoint as well as extensive experience with accounting programmes: QuickBooks, Simply Accounting

References available on request.