

ANDREA TRACE

905-936-9000 andrea@andreatrace.com PO Box 1184 Tottenham ON L0G 1W0

CORE QUALIFICATIONS

- Over 20 years in graphic design, online and in-store marketing, conceptualization and brand management
- Extensive experience heading an in-house marketing department, providing administration, interdepartmental communications and spearheading implementation of overall marketing direction
- Hands-on experience in developing email communications (ExactTarget, MailChimp, ConstantContact) and social media strategy, particularly focusing on strengthening existing relationships and building bridges to new customers in the rapidly changing arena of music consumption
- Proficient in Adobe Creative Suite programmes (CS5 for Mac and PC) including Photoshop, Illustrator, Dreamweaver, InDesign and Flash
- Basic HTML/CSS coding for web and email applications, email list management and growth, basic web statistical analysis
- Copywriting, article writing, social media short posts and blog posts
- Print production management, budgeting and co-operative advertising fund management, well-honed proofreading skills
- Proficient in Microsoft Office programmes (2008 for Mac and PC) including Word, Excel and Power Point

WORK EXPERIENCE

Director of Marketing, Designer
Sunrise Records and Jean Machine

1991-2014

Achievements:

Initiated and stabilized brand presentation; conceptualized, designed and implemented advertising campaigns; assisted in the increase of co-operative marketing budget by over 40% through strategic planning and coordination of objectives with buying department; created and presented marketing plans to co-operative advertising partners (record and film labels and distributors), and to company management and staff; developed logo and design direction for *Needle*, the in-house magazine; designed ads and feature pages for *Needle*; designed and coded the first Sunrise Records website; designed and coded the first email marketing campaigns; established art direction for future email newsletters; supervised junior staff in creating ongoing web and email initiatives; established social media presence and developed strategy and “voice;” wrote press releases and articles for Sunrise and the Record Store Day annual event to influence public perception in the face of a changing music industry.

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Responsibilities:

All design, copywriting, scheduling, quote processing, print production and proofreading for in-store POS materials, flyers and handouts, for *Needle* magazine, and for outside media (print ads, transit ads, billboards); provide liaison and develop communication processes between marketing, buyers, store operations and management; liaise between company and co-op partners; oversee and control use of branding by outside advertisers; develop and maintain marketing budget; develop and maintain marketing calendar and marketing communications; develop and maintain advertising archive.

Responsibilities for Jean Machine (1991-1995):

Refine and stabilize brand presentation; develop new in-store POS materials; research new print providers and communicate revised objectives to existing partners; design clothing hang tags and marketing materials for in-house brand; administrate and oversee overseas production of same; source and develop new POS display fittings; liaise with advertising agency; oversee production of transit ads and media buy; photo editing, retouching and manipulation for transit ads and customer poly bags; communicate with clothing manufacturers regarding branding and out-of-store materials; provide pre-press file handling, colour proofing and press approvals.

Freelance Graphic Design, Web Design, Copywriting **2001- Present** Andrea Trace Graphic Design

Various design jobs for print and web; feature article writing; website design, coding and ongoing maintenance. Please see AndreaTrace.com for portfolio and examples.

Graphic Designer, Production Manager **1986-1991** A&A Records & Tapes

Key responsibilities and achievements:

Conceptualization, design, rendering and presentation of all visuals for advertising campaigns (pre-computer); source and develop working relationships with a variety of print and production houses; liaise with record and film companies; created the *Canada's Greatest Record Sale* annual campaign; manage print production annual

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budget of over \$2,000,000; consistently balance multiple on-going projects; bring ad campaigns in on time and on budget; liaise with accounting department to provide co-op advertising back-up and documentation; liaise with cross-promotional partners to oversee and control brand presentation across multiple advertising channels, supervise junior production manager and co-op accounting manager.

EDUCATION

Capilano College 1980-1982
Graphic Design, Illustration 2 year certificate

Emily Carr College of Art 1978-1980
Foundation Studies, Art History, Graphic Design

REFERENCES

Malcolm Perlman, Owner, Sunrise Records
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4069 Gordon Baker Road, Scarborough, ON M1W 2P3

Diane Pitblado, Voice and Dialect Coach
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Emilia Perri, Owner, Maggiolly Art Supplies
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