



# aimee merchant

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## OBJECTIVE:

To utilize my design and marketing skills to create effective web and print collateral for clients in an environment that supports growth, challenge and reward.

## EXPERIENCE:

May 2009 - Present                      STG, Inc.                      Adelphi, MD  
Visual Information Specialist

- Contractor for Army Research Laboratory working on all graphics needs for the Sensors and Electron Device Directorate (SEDD).
- Responsibilities include design and development of brochures, posters, tradeshow graphics, internal laboratory displays, print collateral, and Power Point presentations.
- Required to maintain a security clearance.

August 2006 - May 2009              RTCRM                      Georgetown, Washington D.C.  
Art Director: Print, Online, Television

- Art Director for print, web and television for Microsoft and Time Warner Cable.
- Work closely with copywriter to develop solutions that meet the client's marketing needs while following the established brand guidelines.
- Design experience includes direct mail, tradeshow graphics, web advertising, email campaigns, data sheets/sales material, brochures, advertisements, and television commercials.

July 2002 - August 2006              Millennium                      Annapolis Junction, Maryland  
Creative Director of Print and Web

Millennium is a one-stop marketing shop that provides in-house design, printing, web, promotional products, and mailing services to every size business. The Creative Director is one of five members of the executive management team. For this position I was responsible for the following:

- Building brand recognition through innovative and unique design campaigns that target the marketing objectives and goals of any size/type of business.
- Designing and producing original logos, brochures, mailings, stationery packages, tradeshow graphics, promotional products, newsletters, publications, website design, Flash multimedia, email blasts, and additional print collateral.
- Managing team of 4 designers and providing art direction and guidance for all design projects. Position included reviewing and approving all work produced by team members.
- Directly interface with clients to learn their marketing goals and objectives, as well as, provide education of design campaigns and strategies to the customer.
- Manage production deadlines and trafficking of all jobs between customer service and design department.
- Project manager for all web and print projects through every stage of development from concept to production.
- Write copy/content for marketing campaigns, including tips and guidelines for in-house materials.
- Develop effective team of designers to meet the various needs of the company within a limited budget. Responsibility includes hiring and termination of employees as necessary.
- Develop internal marketing strategies and campaigns for company mailings, trade shows, open house functions, new service/product lines, and advertising.
- Collaborate with management team - from brainstorming to implementing policies - to meet in-house growth objectives and goals and improve communication between all company departments to increase productivity and meet deadlines.
- Earned first place award recognition for design of four sites entered in competition, and second place for two additional sites.