

# deepdishcreative

Creative solutions for better hospitality & tourism marketing.

## Résumé

WEB | GRAPHIC | SOCIAL

### Summary

updated April 2010

13 years freelance and in-house graphic design and project management experience, 9 years web-development experience, with a primary focus on tourism, hospitality and restaurant marketing. 20+ years in the hospitality industry.

Freelance work includes web development and/or maintenance, Social Media branding, marketing and strategy for small business, print advertising, web ad banners, direct mail, menus, annual reports, brochures, in-house collateral, promotional materials, custom emails, etc. As Creative Services Manager for Seattle's Convention and Visitors Bureau, responsibilities included development and management of 3-4 SCVB websites, direct mail, publication design, advertising, promotional collateral design, and maintaining brand standards for the entire organization.

### Industry Expertise

#### PRINT

- Corporate branding, collateral
- Publication, newsletter layout
- Ad layout & prep
- Direct mail promotion, brochures, annual reports, menus
- Print ads, advertorials

#### WEB

- Website design, .asp development maintenance
- Corporate Microsites
- Social Media branding, marketing, content strategy
- Custom email & blog customization (non-dev)
- Web banners (Flash and static)
- Image manipulation, retouching and optimization

#### TOOLS

- I'm a Mac
- Adobe CS 3 (Photoshop, Illustrator, InDesign, Dreamweaver, Fireworks, Flash, Acrobat, Bridge) Word, Excel, etc
- HTML, CSS, javascript, .asp
- Twitter, Facebook, YouTube, Wordpress, Constant Contact, MailChimp, Blogger, Google Analytics & Web Tools

### Professional History

#### IN-HOUSE

*Seattle's Convention And Visitors Bureau, Seattle, WA*

**Creative Services Manager 2005-2008** Responsibilities for the Bureau include development and management of three permanent Bureau websites (and an assortment of micro-sites,) direct mail, publication design, advertising, promotional collateral design, email marketing, tradeshow booths, etc, and maintaining brand standards for the entire organization. Asides while on staff at SCVB include collaborating with the Port of Seattle to provide a face lift to the International Terminal interior at SeaTac Airport, Summer 2008.

#### SCVB web sites developed include:

VisitSeattle.org, CulturalAffair.org, PCMASeattle.org, SeattleSuperSaver.com, WhyTourismMatters.com

*Event Management & Promotions, Santa Monica, CA*

**Graphic Designer 1999-2000** Produced nationwide promotional grass-roots marketing program progress reports for big brands like Kraft, Playstation, Motorola, BV wines, Jose Cuervo, Pepsi, etc.

#### PARTIAL FREELANCE CLIENT LIST

Vermont Teddy Bear Co.	Maxwell Hotel, Seattle	Dragonfish Asian Cafe	Roosevelt Hotel, Seattle
Bluebird Tavern	Seattle's Convention and	Triumph Expo & Events	Paramount Hotel, Seattle
inlu.com	Visitors Bureau	EXCLAIM	Roosevelt Hotel
Success Aligned Marketing	Seattle Super Saver	Blue Plate Digital	Paramount Hotel
As Good & Better	VMCFoundation.org	Restaurant Group, Inc	Dragonfish Asian Cafe
One Smart Cookie Mrktg	CHTAlliance.com	Downtown Seattle Association	Allied Arts of Seattle
SocialMediaCommando.com	Seattle Hotel Association	Eagle River (AK) Nature Center	Seattle Int'l Film Festival

### Education

Art Institute of Los Angeles, 1998-1999  
Art Institute of Seattle, 1997-1998  
University of Alaska, Anchorage, AK 1992-1996

### Affiliations

Allied Arts of Seattle, Past Board Member  
ADIM (Art Directors Invitational Masters) 2007 Design Conference 3rd place design competition finisher.

### Online Whereabouts

DeepDishCreative.com  
LinkedIn.com/in/laradickson  
Twitter.com/deepdishcreates  
TwitterForRestos.com  
Facebook.com/twitterforrestos  
Twitter.com/twit4restos