

deepdishcreative

Creative solutions for better hospitality & tourism marketing.

Résumé

WEB | GRAPHIC | SOCIAL

Summary

updated Dec 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

WEB

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

TOOLS

- I'm a Mac
- Adobe CS 5 (Photoshop, Illustrator, InDesign, Dreamweaver, Fireworks, Flash, Acrobat, Bridge)
- HTML, CSS, javascript, .asp
- Twitter, Facebook, YouTube, Wordpress, Constant Contact, MailChimp, 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

Columbia Hospitality	Bluebird Tavern	CHTAlliance.com	Downtown Seattle Association
Blaise + Co	inlu.com	Seattle Hotel Association	Roosevelt Hotel, Seattle
The Clothes Exchange	Maxwell Hotel, Seattle	Dragonfish Asian Cafe	Paramount Hotel, Seattle
winwinapps.com	Seattle's Convention and	Triumph Expo & Events	Allied Arts of Seattle
PeopleMakingGood.com	Visitors Bureau	EXCLAIM	Seattle Int'l Film Festival
ZacharyAdamCohen.com	Seattle Super Saver	Blue Plate Digital	
Vermont Teddy Bear Co.	VMCFoundation.org	Restaurant Group, Inc	

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