

# ANDREA TRACE

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

## CORE QUALIFICATIONS

- Over 15 years in Graphic Design, online and in-store marketing, conceptualization and brand management, both as team leader in the office and working independently from home, managing project schedules, creating timelines and setting priorities
- Extensive experience heading an in-house advertising department, providing administration, scheduling and time management, interdepartmental communications and spearheading implementation of overall design 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
- Expert proficiency in Adobe Creative Suite programmes (CS5 for both Mac and PC) including Photoshop, Illustrator, Dreamweaver, InDesign and Flash as well as some experience with Adobe Premiere
- HTML/CSS coding for web and email applications, knowledge of java and CMS; extensive experience with Bootstrap framework for responsive web design; email list management and growth, basic web statistical analysis and database maintenance
- Copywriting, article writing, social media short posts and long form blog posts
- Print production management, budgeting and co-operative advertising fund management, well-honed proofreading skills
- Proficient in Microsoft Office programmes (for both Mac and PC) including Word, Excel and Power Point

## WORK EXPERIENCE

### Freelance Print and Digital Designer

2014-2016

#### Responsibilities and Achievements:

Website design, build and maintenance; responsive design; wordpress integration; social media strategizing and ongoing post creation for a variety of clients: facebook, pinterest, twitter, instagram, mailchimp; logo design; vector illustration; infographics; advertising design and layout; print production; product photography; photo manipulation; web banners, graphics, photo albums and ongoing story building. Clients include Maggiolly Art Supplies, Thurgood Marketing and Sunrise (pop culture and entertainment retail stores).

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## Graphic Designer, Marketing Manager

1991-2014

Sunrise Records and Jean Machine

### 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 for the "Record Store Day" annual event, influencing public perception in the face of a changing music industry.

### 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; coordinate and manage timelines for multiple projects both in-office and remotely as a telecommuter.

### 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.

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## 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

Reference Name: **Malcolm Perlman**  
Reference Phone Number: (416) 498-6601 ext 350  
Reference Email Address: malcolm@jeanmachine.com  
Company Name: Sunrise Records (MRP Retail)  
Position: Owner/President  
(Letter of recommendation available upon request.)

Reference Name: **Emilia Perri**  
Reference Phone Number: 519-940-2511  
Reference Email Address: maggiollyart@gmail.com  
Company Name: Maggiolly Art Supplies  
Position: Owner  
(Letter of recommendation available upon request.)

Reference Name: **Robert Weeden**  
Reference Phone Number: 905-880-5337  
Reference Email Address: rgweeden@gmail.com  
Company Name: Armstrong & Blackbury  
Position: Owner/President  
Notes: Mr. Weeden is a freelance client for whom I design and create websites and magazine advertisements.