

# Kathleen Coyoli

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## Professional Experience

Jan.1990 – Present

### **FREELANCE GRAPHIC DESIGNER**

**Coyoli & Associates – Tempe, AZ – [www.coyoli.com](http://www.coyoli.com)**

- Built and continue to maintain a strong client base including Southwest Arts & Entertainment, Arizona Academy of the Performing Arts, Arizona Healthcare Human Resources Association and *Homes & Land Magazine*.
- Design and manage production of direct mail, brochures, newsletters, billboards, business cards, newspaper ads, magazine ads and souvenir programs.
- Utilize Quicken software to maintain accounts receivable and accounts payable.

Oct. 2007– Jan. 2009

### **GRAPHIC DESIGNER**

**LemmonTree Marketing Group – Tempe, AZ**

- LemmonTree is one of the most valued marketing consulting firms, providing marketing solutions for credit unions nationwide.
- Responsible for design, production and pre-flight of a variety of projects, including: brochures, direct mail, quarterly campaign promotions, newsletters, annual reports, and ads.

Dec. 2004 – Oct. 2007

### **PRODUCTION MANAGER/ ART DIRECTOR/ GRAPHIC DESIGNER**

***Homes & Land Magazine* and *Estates & Homes Magazine* – Tucson, AZ**

- Responsible for design and production for *Homes & Land Magazine of Tucson and Southern Arizona* and *Estates & Homes Magazine of Tucson and Southern Arizona* – monthly premium color magazines featuring real estate in the Tucson area.
- Managed a page count growth of 238%, while maintaining a constant 4-week deadline.
- Assisted advertisers in creating effective, attractive ads & business card designs.
- Created and posted proofs in pdf format to the website, using Adobe Acrobat & Fetch.
- Assisted advertisers with computer technology to submit their ads & view proofs online.
- Interfaced with printer vendor for detailed scheduling and delivery of materials.
- Maintained software/hardware on a network of Mac computers.

Apr. 1998 – Jan. 2005

### **PRODUCTION ASSISTANT/ GRAPHIC ARTIST**

**Summit Design & Publishing – Mesa, AZ**

- Responsible for design and production of ads for *Homes & Land Magazine of the Phoenix East Valley*, and *Homes & Land Magazine of Tucson and Southern Arizona* – monthly premium color magazines featuring real estate in the Phoenix and Tucson areas.
- Consulted with advertisers designing their ads and business cards.
- Created and posted full color proofs in pdf format to their website.
- Provided assistance to advertisers in the use computer technology to submit their ads and view their proofs online.
- Maintained customer database using MS Works, Filemaker Pro, and online database.

Aug. 1990 – Aug. 1994

**General Office Temp Services Work – Phoenix, AZ**

Aug. 1973 – Dec. 1989

**Creative Dance & Ballet Instructor – Freelance Business – Southern California**

- Managed my own small business teaching creative dance and ballet.
- Responsibilities included all administrative and accounting needs and marketing.

## Academic Experience

Over 60 College Credits (3.85 GPA) at Valley College, CA; College of the Canyons, CA; Mesa Community College, AZ

## Technical Experience

- Graphics: QuarkXPress, InDesign, Photoshop, Illustrator, Acrobat, Adobe CS3
- Word Processing/ Text Layout: Microsoft Word
- Database Systems: MS Works, Filemaker Pro, ACT Database Mgmt
- Internet: Dreamweaver, Adobe Acrobat, Fetch, Extensis Pro
- Accounting: Quicken, QuickBooks, MS Excel