

christa c penner

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experience

Freelance Graphic Designer | *1999 - Present, Self Employed* | Design work for a range of clients including website design, e-commerce work, post cards, signage and brochures for real estate and mortgage related business, billboard layouts and logo work. Created and guided concepts from inception through final product.

Director of Marketing/Graphic Design | *Polis Realty, May 2006 - September 2007* | Responsible for purchase, design and updates of advertising. Plan advertising budget. Conduct public and inner office events. Design and order collateral for company and individual agents. Establish branding guidelines and maintain corporate identity. Updates and maintenance for website.

Graphic Design Intern | *CyberInk, August 2005 - March 2006* | Design web and print ads for both in house jobs and outside clients. Additional tasks include illustrative work, updates to clients and in house web sites.

Graphic Design Intern | *Fisher-Price, Inc., Summer 2004* | Collaborated with a team of designers, copywriters, packaging engineers and photographers to produce logos, packaging, advertisements and instruction manuals. Communicated with outside illustrators and technical artists. Assisted with direction of photo shoots for packaging.

Digital Graphic Designer | *Mercyhurst Lumen, 2004-2005* | Worked in conjunction with another designer to concept and create the annual literary magazine. Created the digital version of the piece using Macromedia Flash.

Graphic Designer | *Mercyhurst Senior Annual, 2003-2004* | Cooperated with a team of designers to create a concept and execute a 136 page book. Responsible for layout of 5 sections, icon set creation and illustrations.

Graphic Design Intern | *Downtown Graphics, Summer 2003* | Design work on pieces such as invitations and instruction manuals. Assisted with preparing work for press and typesetting.

leadership

Green Printing Initiative Coordinator | *Mercyhurst College Green, June 2005 - March 2006* | Attain information regarding eco-friendly printing techniques and paper selections. Compile research to educate the Mercyhurst College Community and the Pennsylvania Consortium For Interdisciplinary Environmental Policy on more environmentally responsible printing.

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Advisor | *Mercyhurst College Ambassador Club, September 2004 – May 2006* | Responsible for organizing day to day activities of student Ambassador group consisting of 74 members. Additionally responsible for coordinating the rigorous training process for new members. Tasks include scheduling lectures, administering tests, interviewing, and selecting new members while collaborating with the executive board and pledge committee. Coordinate meetings, fund-raising and daily events. Work in conjunction with the admissions office and other departments at Mercyhurst.

President | *Mercyhurst College Ambassador Club, 2003-2004* | Assisted with the training process. Communicated with committee chairs concerning functions for the academic year. Assisted with coordinating ambassadors at campus wide functions.

Ambassador | *Mercyhurst College Ambassador Club, 2001 – 2004* | Student position earned through course study, public speaking and selection process. Worked to promote Mercyhurst College through sharing knowledge with prospective students and Mercyhurst benefactors.

Resident Assistant | *Mercyhurst College Residence Life, August 2002 – 2004* | Appointed to position upon completion of a rigorous selection process, supervise coed college students in a residential setting; coordinate community-building activities, trained in conflict resolution, crisis intervention and active listening

education

Mercyhurst College | Erie, PA
Graphic Design, BA | Minor, Marketing

Technical Skills | Proficient in Photoshop 6 - CS, InDesign 2.0 - CS, Freehand 8 - MX, Dreamweaver 4 - MX, Microsoft Office, QuarkXpress 4 - 5, Illustrator 10 - CS, Fireworks MX, ImageReady 7 - CS, Flash MX, use of personal scanner and digital camera, Macintosh and PC operating systems, print making, and shooting and developing black and white photography

awards

2006 Interactive Design, Gold Addy
2006 Collateral Material/Brochure/Annual Report, Gold Addy
2005 Collateral Material/Brochure/Annual Report, District 2, Gold Addy
2004 Student Editorial Design, Gold Addy
2004 Student Best of Show, Gold Addy
2004 Collateral Material/Brochure/Annual Report, Gold Addy
2003 Erie Ad Club Student Scholarship