

Kristina Roderick

50 Oxen Drive, Oakland, ME | 207.867.5309 | create@imaginedesignco.com



EXPERIENCE

Graphic Designer/Owner, Imagine Design Company - Waterville, ME — July 2016-Present

- Logos, business cards, letterhead, brochures, advertisements, magazine layout, flyers, posters, banners, apparel, trade show displays, marketing materials, social media graphics, web graphics, photo editing
- Google Adwords, Facebook Advertising, Insights/Analytics
- Email Marketing
- Work with several clients on an ongoing basis

Marketing Director, ALCOM LLC - Winslow, ME — November 2012-July 2016

- Created marketing materials such as catalogs, price books, flyers, posters, advertisements and email marketing content
- Created marketing strategies and budgets with CEO and CFO
- Created internal communications
- Created website and social media content for 6 different brands
- Analyzed Google Analytics and create report for CEO and Sales Director
- Wrote press releases
- Wrote and submit Requests for Proposals for various projects
- Product photography
- Photo editing
- Maintained photo database
- Maintained dealer database for websites
- Designed and ordered apparel for dealers and employees
- Coordinated trade show participation with contracts, booth layout and specialized marketing materials
- Contacted dealers periodically to ensure marketing needs are met
- Supervised decal/banner producer and web developer

Art Director, The Maine Sportsman Magazine - Augusta, ME — November 2007-November 2012

- Created magazine layout that adhered to budget allocations
- Designed print and web advertisements
- Photo editing
- Proofreading
- Collaborated with small businesses to establish advertising needs
- Maintained advertising contracts
- Maintained list of past, current and potential advertisers
- Created marketing strategies and budgets with General Manager and Advertising Director
- Researched and gathered information for prospective advertisers
- Created website and social media content
- Created monthly email newsletter

Graphic Designer, *The Morning Sentinel* - Waterville, ME — March 2004-November 2007

- Designed advertisements and flyers for local businesses
- Worked with sales reps and businesses for advertising concepts
- Proofread special sections
- Assisted with special section layouts
- Collaborated with management on Special Sections Committee to help develop new campaigns

Marketing Associate, *Pine State Trading Company* - Augusta, ME — June 2000-March 2004

- Designed beer and wine menus, signage, and promotional items for local stores and restaurants
- Conferred with sales reps and businesses to achieve conceptual feel while adhering to branding requirements
- Created in-house sell sheets and price books
- Maintained list of incoming and outgoing projects and assigned deadlines according to project specifications
- Supervised two print shop assistants

EDUCATION

Southern New Hampshire University - Bachelor of Arts Graphic Design/Media Arts — May 2017-Present

Kennebec Valley Community College - Marketing and Communications Classes — 2006-2007

Central Maine Community College - Associate in Applied Science Graphic Arts/Printing Technology — 2001-2003

Cony High School - Diploma — 1997-2001

SKILLS

- Adobe Creative Suite (InDesign, Photoshop, Illustrator, Acrobat)
- Microsoft Office (Word, Excel, Powerpoint)
- Google Adwords, Facebook Advertising
- WordPress
- Social Media Management

PORTFOLIO & REFERENCES

- Design Portfolio: geocities.ws/designsbykristina
- References available upon request