

YVONNE E ALLEN

www.yeathatsme.com

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Summary

Seasoned performer, integral in growing current marketing department from the ground up, and key in shaping current role from a per project based capacity into an organizational cornerstone. Producer of industry leading marketing materials in collaboration with a strategic team.

Experience

2014 - Present **Creative Designer**

RBI Corporation
Ashland, VA

- Develop industry leading catalogs, flyers, e-mail campaigns, signage, banners, mailings, interactive pdfs, point of purchase materials and corporate branding materials
- Manage current catalog of marketing materials from conception to expiration
- Ensure consistent messaging across all marketing platforms including print, web, e-mail, phone automation and bulletins
- Perform yearly forecasting for critical, recurring and seasonal programs and promotions
- Liaison to print service companies and vendor creative services
- Work within budgetary ideals to fulfill customer, sales, internal and stocking demands for marketing materials
- Administer e-mail marketing campaigns and manage internal listserv in e-mail marketing platform
- Establish website functionality for marketing department in collaboration with IT department
- Disseminate marketing objectives, timelines and deliverables among applicable teams

2012 - 2014 **Independent Contractor**

RBI Corporation
Ashland, VA

- Responsible for the creation of marketing materials including seasonal catalogs, flyers, e-mail campaigns, business cards, e-mail signatures, stationary, line cards, interactive pdfs and point of purchase materials
- Created and maintained catalog of print materials including their removal or supersession
- Developed relationships with print service companies and vendors
- Ordered appropriate number of print materials to fulfill customer, sales force, internal and stocking demands
- Communicated with internal teams about marketing objectives, timelines and deliverables

2010 **Intern**

www.rsvsphere.com
Richmond, VA

- Initiated and established relationships with potential clients
- Strategized and designed various print and web marketing materials
- Co-managed social media relations for the brand
- Designed flash content for ideamuffin, a sub-brand
- Promoted the brand through various social networks

Technical Skills

Adobe Creative Suite:

- Photoshop
- InDesign
- Illustrator
- Dreamweaver
- Acrobat Pro

Microsoft Office Suite

Apple iWork Suite

Chrome

Web Technologies:

- HTML
- CSS

Education

2012 **Master of Science**

Mass Communications

Concentration in Creative Technology

VCU Brandcenter

2010 **Bachelor of Science**

Mass Communications

Concentration in Creative Advertising

Virginia Commonwealth University