

CONTACT

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PORTFOLIO

www.TheStudioSkye.com



"Lilly Skye has been the centerpiece for my business start-up. She listened carefully to my vision and ideas... and understood what I wanted from the first time we met. Her creative talents have been above and beyond anything I could have imagined. Her work is both unique and timeless – qualities I needed for my company branding. She is professional, hard working and, most importantly, very creative. Her experience in design and marketing provides the essential combination of skills needed to develop my company. Lilly Skye provides a positive, visionary energy to any project!"

Shirley Fett
Piece of Mind-Autism
Awareness with an Edge
San Diego, CA

DESIGN | MARKETING | PROJECT MANAGEMENT EXPERTISE

Graphic/Creative/ Digital Design
Corporate Identity/Logos
Stationery Systems
Marketing Communications, Collateral, and Advertising
Direct Marketing
Event Marketing
Web Design and Layout
Online Marketing: E-Blasts, Advertising, Banners
Brand and Marketing Strategy and Standards

Marketing Plans
Market Research
Project Management
Project Budgets, Roll-Out Plans, and Production Schedules
Budget Management
Vendor Management/Negotiation
Art and Creative Direction
Photo Shoot Management and Direction
Print Management and Production

QUALIFICATIONS PROFILE

- Graphic design, marketing and project management professional with over 18 years of combined experience
- Expertise in brand identity, print collateral, web, and consistent messaging
- Creative, multitalented, and innovative at developing and executing campaigns, marketing plans, strategies, and individual projects
- Effective at planning, directing, and managing multiple projects in fast-paced, deadline-driven environments
- Solid track record of driving projects from concept to completion effectively, efficiently, and within budget
- Skilled at developing, cultivating, and maintaining successful relationships with clients and vendors
- Detail-oriented, highly organized self-starter with strong communication skills
- Professional, people-oriented, and personable management leadership style
- Strong background in diverse corporate, small business, and entrepreneurial industries

SOFTWARE AND TECHNICAL SKILLS

Adobe Creative Suite CS3: InDesign | Illustrator | Photoshop | Dreamweaver | Flash
Microsoft Office Suite: Word | Excel | PowerPoint
Other: Constant Contact

EDUCATIONAL BACKGROUND

Bachelor of Science in Business Administration/Marketing | San Diego State University

PROFESSIONAL EXPERIENCE

Freelancer/Contractor | Studio Skye Marketing Solutions, Chandler, AZ Jun 2007-Present

Provide graphic design, marketing, and project management services for small business, mid-size, and corporate clients:

Integrated brand packages | logo design and identity | stationery systems | marketing communications and collateral | brochures | flyers | direct marketing | catalogs, directories, annual reports | advertising | book design | corporate presentations | event and trade promotions | newsletters | signage and posters | announcements and invitations | website design and development | banners, buttons, and landing pages | Flash animation | e-mail blasts and templates | marketing strategy and project management | brand positioning and identity standards | marketing communication plans | creative briefs | project roll-out plans | production schedules | tracking reports | market research | photo shoots | print management | vendor management and negotiations

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"I introduced a client to Lilly Skye – one who wanted perfection, needed it yesterday and was pinching pennies. She took over the design and management of the project and promised to get it right and get it done on time. The results were amazing. The end product was even better than we had hoped for, it was done early and she saved the client money on printing. I utilize Lilly Skye exclusively on design projects for my clients. Why? Because she will always tell the client what to expect – and then make sure she delivers even more remarkable results than promised."

Bill Merrow
Profit Planners
Phoenix, AZ

"Lilly Skye not only contributed to my web design, but Lilly Skye is the sole creator of my book covers. I have absolute trust that she can take some vague idea I have for the cover, and transform the images into one-of-a-kind works of art. Her talents range from marketing to web creation to graphic design, and I have been esthetic with what she creates."

Michele Venné
My Joy Enterprises
Phoenix, AZ

PROFESSIONAL EXPERIENCE

Entrepreneur/Owner/Operator | Surfari Eats, San Diego, CA

Jun 2002-Jun 2007

Business start-up, development, operations, and administration | brand development and strategy | marketing, advertising, and promotional materials and campaigns | finance and accounting | employee management/relations | interior/exterior design | chef

Awards/Recognition

- Sales growth of 32% from first year's operations and 42% from second year's operations
- Achieved top-of-mind customer awareness and became a local's favorite with an established loyal customer base
- Successfully worked for three years at corporate organization and achieved all marketing goals, while building and operating business

Marketing Project Manager | Gemological Institute of America, Carlsbad, CA

Sep 2000-Nov 2005

Managed and coordinated educational marketing projects including: market research, direct marketing, collateral, corporate communications, event marketing, and corporate onsite/offsite photo shoots | managed most prominent, highest budget collateral project for five years (~100-page catalog) | developed project rollout plans and tracking reports | managed traffic workflow and created production schedules within creative team, clients, and vendors | administered individual project budgets ranging from \$5K-\$250K | exceeded marketing and communications standards through excellent adherence to consistent company image and branding strategies | directed in-house and external resources (graphic designers, agencies, photographers, mail houses, and printers) to achieve high-end results at competitive rates | led detailed proofreading and print production activities to ensure quality control

Awards/Recognition

- Education marketing projects consistently resulted in increased student enrollments
 - Silver Bernays "Mark of Excellence" Institutional Program award for GIA's Education Marketing Program
 - Bronze Bernays "Mark of Excellence" Special Purpose Publications award for GIA's Education Catalog
- The Bernays awards recognize outstanding PR tactics consisting of individual items and components of programs or campaigns.*

Marketing Project Manager | Impressions On Hold International, San Diego, CA

Jul 1999-Jul 2000

Created, developed, implemented, managed, and followed-through: nationwide marketing tools | project budgets, rollout plans, schedules, and tracking | marketing tools and promotional/sales campaigns | trade shows, national conventions, and incentive events | newsletters (print and online) | direct marketing and anniversary programs | advertising coordination and placement | photo shoots

Marketing Project Manager | Coverall North America, Inc., San Diego, CA

Jun 1993-Jun 1999

Created, developed, implemented, managed, and followed-through: nationwide marketing tools | project budgets, rollout plans, schedules, and tracking | launch of new company image inclusive of marketing handbook; communication, marketing, and sales materials; and trade show displays | meeting and event planning | marketing tools and promotional campaigns | corporate and regional office support in sales and marketing efforts | advertising coordination and placement | collateral | website maintenance and updates

Awards/Recognition

- Crystal Communicator Award of Excellence for new marketing materials serving as a communications industry standard
- Recognized for exceptional meeting and event planning in *Corporate Meetings & Incentives*
- Best Display in Building Owner Managers Association (BOMA) Trade Show
- Best Display in International Franchise Expo (IFE) Trade Show
- 1st Place for Best Newsletter and Best Brochure in Building Service Contractors Association International (BSCAI) Image Awards