

YVONNE A CARTIN

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Summary

Seasoned producer and administrator of high-impact print and digital marketing materials in line with strategic expectations. Manager of project progression from conception to expiration, ensuring successful completion on schedule and within budget.

Experience

2011 - Present **Freelance Print & Digital Designer**

www.yeathatsme.com
Richmond, VA

- Redesigned accordion folded "How to play" brochure for the Virginia Lottery available in lottery kiosks statewide.
- Completed design work for Avail Vapor in the form of a "Flavor Brochure"
- Miscellaneous design projects for "Handsocks" include logo and pattern tweaking and limited edition design work.
- Pamphlet design for RVA Strength

2014 - 2019 **Marketing Specialist**

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 marketing projects through effective dissemination of marketing objectives, timelines and deliverables among applicable teams
- Manage and maintain current catalog of marketing materials from conception to expiration
- Ensure consistent messaging across all marketing platforms including print, digital, e-mail, phone automation and bulletins
- Perform yearly forecasting for critical, recurring and seasonal programs and promotions
- 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
- Liaison to print service companies and vendor creative services
- Establish website functionality for marketing department in collaboration with IT department

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

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