



Wendy Watkins

508.847.1616 | wendy2watkins@gmail.com | wendywatkinsgraphics.com

Senior Graphic Designer/Office Manager/Social Media Consultant

I am a highly accomplished graphic design specialist who successfully completes creative assignments from concept to final approval while working within tight deadlines. Meeting the client's requirements and business objectives is my passion and one of my greatest strengths. I am self-motivated, resourceful, have a strong work ethic and am at ease working in a multi-tasking, fast paced environment. I am in search of an exciting, dynamic environment where I can thrive and showcase my strong general business acumen, and my outstanding organizational and interpersonal skills in addition to my creativity. Over the last 10 years my responsibilities expanded beyond graphic design of advertisements and articles to include general business management, sales and marketing, social media, as well as customer service. My extensive experience would be a benefit in many different creative work platforms.

EXPERIENCE

SEPT 2018 – PRESENT

GRAPHIC/SOCIAL MEDIA CONSULTANT | W2 Graphics (Grafton, MA)

Graphic Designer/Social Media: Creating/managing print promotions & social media for numerous companies.

MAR 2008 – AUG 2018

The Grafton News | The Landmark | GateHouse Media (Grafton and Millbury, MA)

Senior Graphic Designer | Office Manager | Previous Owner (3 years)

Significant accomplishments in updating 50+ year old newspaper include:

1. Sole contributor in converting ads from Pagemaker to Adobe InDesign while re-designing newspaper.
2. Initiator and manager of conversion of DOS subscription database to FileMaker Pro.
3. Catalyst and creative lead in creating a web presence for the newspaper.

Duties include:

- Layout two 32+ page weekly newspapers working in Adobe InDesign, Photoshop, Illustrator.
- Design and produce ads in collaboration with advertisers.
- Update company's website using content management software.
- Create promotional materials for sales department.

APRIL 2002 – MAR 2008

Special Olympics (Grafton, MA Chapter)

Fundraiser Organizer: Dealt with local companies and town officials to create all marketing materials such as flyers, signs and newspaper articles for 2 hugely successful Softball Fundraisers.

FEB 1998 – MAY 2000

Utah Down Syndrome Foundation | UpTown Downs (Greater Salt Lake City Area)

Graphic Designer: Created logos and monthly newsletters.

MAY 1995 – APRIL 1996

Gunzos (Greater Chicago Area)

Graphic Designer: Illustrated sports apparel in a retail sports catalogue.

OCT 1993 – OCT 1994

Ameritech (Greater Chicago Area)

Graphic Designer: Creator of promotional sales material.

JUNE 1988 – JUNE 1990

Philips | Magnavox (Montreal, QC)

Art Director: Hired as Technical Illustrator. Promoted to Art Director within a year, to manage a team of 8. Created user manuals for multiple Project Managers and their computer product lines.

MAY 1987 – JUNE 1988

STA Communications (Montreal, QC)

Graphic Designer: Designed and laid out technical medical journals.

AUG 1985 – MAY 1987

Gamatex (Montreal, QC)

Graphic Designer: Advertising Agency.

JUNE 1982 – AUG 1985

Communication Blue Blanc Rouge (Old Montreal, QC)

Graphic Designer: Advertising Agency.

AUG 1980 – JUNE 1982

RBT Printing (Montreal, QC)

Graphic Designer: Worked in art department of printing company.

EDUCATION

1977 – 1980

Dawson College: Degree in Commercial Art.

1972 – 1977

Pierrefonds Comprehensive High School

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PORTFOLIO

NEWSPAPERS & MAGAZINES



PRINT



SOCIAL MEDIA & LOGOS

