

marcywacker

*professional
experience*

ART DIRECTOR

California Chamber of Commerce (CalChamber), Sacramento, April 2008–Present

Manage the design and production of CalChamber print and web projects from concept to implementation, supervising graphic design and related support services for membership, publications and the major member program. Monitor and enforce adherence to CalChamber brand standards and style guidelines. Provide print and vendor management and visual asset sourcing.

PRINCIPAL/FREELANCE DESIGNER

Wacker Design Group, Sacramento

Freelancing, April 1997–Present; Company, August 2007–December 2008

Parlayed growing freelance side-business into a full-time venture providing high-quality, cost-effective graphic design and consulting for a diverse client base. Strategic development of advertising and direct-mail marketing campaigns, business/product identity suites and website design.

GRAPHIC DESIGNER

California Dental Association, Sacramento, May 2004–August 2007

Served as lead brand designer providing visual direction and problem-solving for the four CDA organizations. Collaborated/led the planning and implementation for projects including brand identity, integrated marketing campaigns, packaging solutions, brochures, direct mail, advertising, annual reports, tradeshow graphics, publications and web. Supervised photo shoots and secured and managed outside print, photography and graphic design vendors.

GRAPHIC DESIGNER

Marketing by Design!, Sacramento, May 2000–March 2003

Worked directly with clients in the development of marketing materials including concept, design and production of corporate identities, annual reports, advertising, direct mail campaigns and publications. Managed projects from concept through pre-press and print production.

GRAPHIC DESIGNER

Goodchap Brand Identity, Sacramento, March 2000–May 2000

Worked directly with clients in the development of marketing materials. Managed production work on point-of-purchase signage and other marketing collateral.

ASSISTANT GRAPHIC DESIGNER

Vision Service Plan, Rancho Cordova, October 1999–March 2000

Created a wide variety of corporate communication themes through the development of logos, brochures, newsletters, and signage while adhering to an established corporate identity.

GRAPHICS SPECIALIST

London Pacific Life & Annuity Company, Sacramento, July 1998–October 1999

Managed all aspects of graphic-related projects including concept, design and production of marketing materials, including integrated marketing campaigns for an extensive line of life insurance and annuity products and annual travel incentive programs. Supervised a communications assistant.

GRAPHIC DESIGN INTERNSHIP

State of California, Office of Statewide Health Planning and Development, July 1997–July 1998

Created and implemented campaign themes through the development of logos, brochures, and signage; developed, produced and adapted for web consumption the employee newsletter and quarterly magazine. Secured printers and other vendors and managed print purchasing.

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*academic
experience*

ADJUNCT PROFESSOR

Sierra College, Applied Art and Design Department, August 2007–June 2008

Sacramento City College, Graphic Communications Department, August 2007–December 2008

LECTURER

University of California, Davis, Department of Environmental Design, June 2003–March 2004

education

University of California, Davis, June 1998

Bachelor of Science, Design

Minor, Art History

awards

Silver Addy Award—Public Service Communications

"Give Kids a Smile" enrollment package

The American Advertising Federation, Sacramento Ad Club chapter, 2005 and 2006

Life Communicators Association—Best of Show: Agent Sales Promotion, Recruiting & Rewards

"The Magic of Bali" travel incentive program brochure

Life Communicators Association Annual Industry Awards, 2000

proficiencies

- Mac and PC platforms
- Mastery of Adobe design software (InDesign, Photoshop, Illustrator)
- HTML, Dreamweaver, PageMaker, Freehand, QuarkXPress, Microsoft Office applications

references

Available upon request.