

Nancy Lynn Hendrickson

GRAPHIC DESIGNER / MARKETING COORDINATOR / EVENT PLANNER / SALES

Portfolio: <https://vikchicgraphics.com/>

PROFESSIONAL OBJECTIVE

I am a self-motivated, problem solver, team player who can take the lead on a project or work solo. I have over 30 years of experience as a graphic designer working for advertising agencies and printers. I have over 3 years of experience in computer sales and store management. I also have 5 years of experience as a marketing coordinator and 3 years of experience as a marketing manager. I look forward to traveling for business, tradeshow, of events that I have coordinated.

I am highly skilled in the Adobe Creative Suite programs as well as, Excel, PowerPoint, Access, Word, HubSpot, CRM databases, and a variety of other programs. As a very creative person, I am looking for company that will allow me to express my creativity in a variety of ways, along with managing a budget, advertising, social media, project management, event planning, and print materials. I enjoy sales and would love to join the sales team on calls or make sales calls myself.

EXPERIENCE

MAR2023 – Present

MARKETING MANAGER – National HomeCraft, Ocala, FL

- + Design literature and signage for National HomeCraft
- + Update website content
- + Assisted with event coordination, planning, and preparation
- + Managed advertising for print, TV, and radio
- + Designed vehicle wraps for a fleet of trucks and trailers
- + Marketing research and analysis

MAY2022 – JAN2023

MARKETING COORDINATOR – Advent Health Ocala, FL

- + Designed literature and signage for hospital promotions
- + Updated website content
- + Assisted with event coordination, planning, and preparation
- + Managed “Healthy Happenings” events

MAY2018 – MAR2022

MARKETING MANAGER – ANCORP, Williston, FL

- + Manage corporate marketing communications functions.
- + Direct brand management, media relations, advertising, sales collateral and tradeshow marketing.
- + Conceptualize, develop and execute B2B marketing campaigns that build memorable brand identity.
- + Expert in the technical, conceptual and content development of sales-driven collateral.
- + Optimize website and social media content for (SEO).
- + Perform ongoing customer/market research and demographic profiling to identify and capitalize on unmet market needs ahead of the curve.
- + Leverage strengths in cost-effective marketing management and vendor negotiations to end each year under-budget.

AUG2013 - APR2018

SENIOR GRAPHIC DESIGNER– Conimar Group, LLC

- + Formulated text and graphics for web, blog and social media posts.
- + Designed and created several product catalogs on-time and on-budget.
- + Designed banners, flyers, brochures, logos, packaging, trade show displays, product sheets and catalogs.

A W A R D S

2006

FLAGLER AWARD: Creativity in Print Advertising, Florida Travel Saver

2010

NAPP PHOTOSHOP AWARD: First Place, Photoshop Layers Contest

E D U C A T I O N

JUNE2007 – DEC2009

AS Degree: ASSOCIATES DEGREE IN ARCHITECTURE

College of Central Florida

- + 3.9 GPA
- + 3 Times on the President's Honor Roll

AUG2016 – MAY2018

BS Degree: BACHELOR OF BUSINESS & ORGANIZATIONAL

MANAGEMENT - College of Central Florida

- + 3.8 GPA
- + 2 Times on the President's Honor Roll

S K I L L S

CREATIVE DESIGN:

- + Thorough knowledge of advertising and print production.
- + Highly Skilled in the Creative Cloud Programs: InDesign, Photoshop, Illustrator, Flash, Premiere Pro, Audition, Dreamweaver and Media Encoder.
- + Photography and Video editing
- + Trade show booth designs

TECHNICAL SKILLS:

- + Google Analytics
- + Social Media Marketing
- + HubSpot Marketing
- + Search Engine Optimization (SEO)
- + Web Design and Server Administration
- + Content Management Systems (CMS)
- + HTML and CSS

MARKETING:

- + Strong verbal and written skills
- + Content Marketing with SEO
- + Marketing Analysis
- + Marketing Strategy Planning
- + Public Speaking
- + Trade show logistics and planning