
SUSAN M. OLDHAM

MARKETING & COMMUNICATIONS PROFESSIONAL

Design | Copy Development | Proofreading | Research

“...produces error-free work, initiates new ways to improve products, provides award-winning cover designs, and multitasks effectively...”



“...solid contributor to the organization with the single-best rating for consistently accurate work.”



“...able to handle a heavy workload and maintain high performance levels...”



“...takes responsibility for her own advancement through self-training...”

Award-winning graphic designer with broad-based marketing skills including project, workflow, and team leadership skills while managing creative and production functions in deadline-driven environments. Display excellent written and verbal communication skills, development of stimulating visual communications with sound layouts and copy. Proven, strong research and problem resolution capabilities and a natural talent for proofreading and identifying errors. Technically proficient in InDesign, QuarkXPress, Photoshop, Illustrator and MS Office applications. Comfortable on Mac and PC platforms. B.A. in English.

Excerpts from performance reviews include:

“...an asset to the department and the organization...”

“...excels in matters of organizing and planning...”

“...quick to switch gears and address the most relevant needs...”

“...excellent written communication skills and an above-average aptitude for grammar and usage.”

PROFESSIONAL EXPERIENCE

AMERICAN RED CROSS OF GREATER COLUMBUS, Ohio

Marketing Coordinator (2008-2010)

Responsible for enhancing public awareness of programs and services through the production of promotional materials utilizing print and electronic mediums. Developed business tools and ensured consistent branding and messaging. Worked with departments to reach their revenue and reach goals with special emphasis on supporting financial development activities and promoting health and safety training.

- **Created marketing materials, program materials and business tools** for all internal and external customers while negotiating and coordinating relationships with printing vendors.
- **Collaborated with the Financial Development Department**, by providing collateral and sponsorship materials and reports, event programs and signage, donor recognition materials and other graphic and technical support.
- **Redesigned and consolidated** previous Golf Classic fundraiser marketing materials to produce a more professional and attractive presentation.
- **Designed, edited and contributed written content** for print and electronic newsletters, annual report, regional maps, Web site and other chapter publications. Wrote and provided photographs for submission for chapter blog on the subject of animal care and safety.
- **Developed presentations** and provided audio and visual support for fundraising events.
- **Provided back-up media support** including provision of 24-hour public information and support during emergency and disaster situations.
- **Photographed** department meetings, staff and volunteer activities, fundraising events, Red Cross classes and disaster areas for chapter publications and marketing materials.

PROFESSIONAL EXPERIENCE – CONTINUED

THE COLUMBUS DISPATCH, Columbus, Ohio

Formerly a member of the Community News Service / ThisWeek team before merging with The Dispatch in March 2005.

ThisWeek Special Sections Designer (2005-March 2007)

Built creative designs for *ThisWeek* special sections, *Columbus Parent* and other niche products, in addition to providing layouts and content for a variety of publication-related and in-house collateral. Served as a liaison between sales and production teams to identify, troubleshoot and correct issues in a timely manner. Monitored press runs for errors, omissions and quality compliance.

- **Received National Design Awards in both '05 and '06** for special section cover designs and recognized internally with three "Right Stuff" Awards.
- **Maintained thorough understanding of best-in-class techniques**, production systems, color theory, full-color press processes, typography and internal workflow procedures.
- **Noted in performance review as**, "...continuing to be an asset to the sales effort in providing quality work quickly...providing input to the improvement process...providing award-winning cover designs...writing and editing...and effectively working with her teammates..."
- **Promoted to a creative role upon integration of Dispatch and ThisWeek teams**, when the majority of peers were placed in ad production positions.

Special Sections Chief (2002-2005); **Senior Designer** (2000-2002)

Delegated special section and page design to appropriate team members, ensuring continuous flow of work, up-to-the-minute awareness of project status and expeditious resolution of issues impacting timely completion. Facilitated staff training in the areas of processes, workflow and software applications. Designed general and specialty advertising pieces, multi-market segments and freestanding tabs.

- **Noted on performance review as** "one of our best designers with an accuracy rate of close to 99%," who is "always willing to help others finish their projects" and has "excellent attendance."
- **Won the first-ever Consumer News Services Creative Services Department Golden Goose Award** in recognition of excellent performance.
- **Member of the Exchange Team** charged with determining best practices for the combined Creative Services departments.

Ad Designer (1993-2000); **Proofreader** (1993)

Produced retail and classified advertising materials and preflight submitted files to identify issues, maintain quality and ensure the publication of flawless ads. Collaborated with sales representatives to participate in special project planning and execution. As a proofreader, reviewed and typed ad copy, ensuring error-free publications and optimal quality and consistency.

- **Achieved an average error rate of 1.37%, 65% below the department benchmark of 2.12%**, and noted as "one of the few employees whose record of accuracy is consistently better than average."
- **Trusted to bypass the initial comp proof and send work directly to the sales representative**, thereby contributing to meeting an increasingly demanding customer service standard.
- **Regularly relied upon to fill in for proofing** while serving as the only Ad Designer cross-trained in editorial pagination.

ACADEMIC BACKGROUND

THE OHIO STATE UNIVERSITY, Columbus
Bachelor of Arts in English (1990)