

Capabilities

CORPORATE IDENTITY

- Evaluate goals, products, markets, perception, value, competition, personality, weaknesses, range of use corporate vision and mission
- Develop logos, tag line, colors, fonts, and design treatments for communication vehicles
- Create corporate standards to maintain consistency

PROJECT MANAGEMENT

- Review target markets, product development plans, sales goals, competition, and future growth plans
- Determine communication deliverables
- Implement projects based on budgetary restraints, resources, schedules, channels, and project R.O.I.
- Manage internal and external resources
- Insure materials comply with corporate standards
- Evaluate how well project meets goals

EVENT MANAGEMENT

- Manage open houses, trade shows, sales training, press events, and user group meetings
- Develop and implement strategies: Budgets, theme, messages, booth design, hardware, software, graphic look-and-feel, space requirements, floor layout, staff, third parties, press activities, giveaways, booth attire, and vendor relationships

PUBLIC RELATIONS

- Write press releases, customer testimonials and stories
- Distribute communication announcements
- Organize and manage press events and other activities

PRODUCT, INDUSTRY, & CHANNEL MARKETING

- Identify opportunities, dynamics, target customers, challenges, demo needs, pricing strategies, sales tools, promotional activities, and product gaps
- Interface with sales, training, support, and R&D teams to manage schedules, address customer needs, product improvements, and sales goals
- Create product bundles, market-driven pricing, sales training
- Set relationship structure and responsibilities: marketing efforts, field support, training, product configurations, pricing, and sales compensation plan to work with third party distribution channel materials

CREATIVE CAPABILITIES

- Graphic arts: Illustration, line art, logos, retouching, photo composition and design
- Software: Adobe® Photoshop®, Illustrator®, InDesign®, Acrobat®, Fetch®, Dreamweaver® and Microsoft® Office

ORGANIZATIONS

Chelmsford Historical Society, SCBWI, NHCC, Picture Book Artists Association

Work History

DONNA BERGER—Illustrator, Designer & Marketer

Clients: Adstream, Creo Americas, Reef Point, Hubcast, Omega Specialty Company, Presstek, Boston PR Network, Chelmsford Library, Scholastic Education, Rigby Education, Harcourt Little Readers, Zaner-Bloser, Inc., Scott Foresman, Time for Kids, Compass Point Books
2000 to Present

AGFA MONOTYPE—Font and Imaging Technologies

Director of Marketing
Wilmington, MA, October 1999 to August 2000

INSO CORPORATION (eBusiness Technologies)

Asset Management and Internet Products
Director of Marketing
Boston, MA & Providence, RI, January 1999 to September 1999

DALIM—Electronic Prepress Software Solutions

Marketing Communications Manager
Bedford, NH, April 1997 to December 1998

SCITEX AMERICA—Color Electronic Prepress Solutions

Marketing Management
Bedford, MA, March 1992 to March 1997

KODAK—Color Electronic Prepress Solutions

Marketing and Demonstration Positions
Billerica, MA, November 1987 to March 1992

SPECTRGRAPHIC—Color Separation and Prepress

Vice President of Sales
Boston, MA, March 1986 to November 1987

ALPHALASER STUDIO—Color Separation and Prepress

Vice President
Woburn, MA, May 1984 to March 1986

SPIEGEL COLOR—Prepress Service Brokerage

Vice President of Customer Service
Dedham, MA, April 1981 to May 1984

Education

RIVIER COLLEGE

MBA Marketing Studies

CAMERON UNIVERSITY

Bachelor of Arts Degree (Graduate)

BOWLING GREEN STATE UNIVERSITY

Art and Education Studies