

Bernadette L. Moke

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Objective

A graphic design position where professional design experience and the ability to manage multiple projects while meeting tight deadlines, paired with enthusiasm and confidence, and knowledge of industry design programs will be used to produce visual solutions for use in marketing materials and publications.

Summary of Qualifications

- Three years of experience in a wide spectrum of work environments from a non profit to a luxury brand to direct marketing.
- Proficient in Adobe InDesign, Adobe Photoshop (retouching), Adobe Illustrator, QuarkXPress, Microsoft Office, Adobe Dreamweaver, HTML coding, CSS, Flash. Learning Action Script, JavaScript.
- Mac and PC platform proficiency.
- Fine art skill with a creative flair and an eye for detail, successfully adding new dimensions to work product.
- Ability to see a design through the idea phase to the press stage allowing for seamless projects and increased productivity.

Professional Experience and Accomplishments:

Graphic Designer/Marketing Coordinator

Edith Roman Associates/ePostDirect/Info USA – Pearl River, NY

October 2008 – April 2009

- Design and edit ads for both clients and Edith Roman/ePostDirect as needed for the weekly publication DM News as well as the monthly publications Target Marketing, Catalog Success, Publishing Executive and Audience Development.
- Coordinate the 2009 marketing schedule to fairly represent 20 biggest clients in five monthly and weekly publications.
- Create and edit catalogs for our clients such as McGrawHill.
- Create and edit client sub-websites and industry specialized newsletters:
- Assist in testing as well as designing components on the new Edith Roman and ePostDirect websites.
- Create banner ads for our clients to be displayed on the publication and other B-to-B websites.
- Coordinate print projects with web projects with management and web designer for cohesive marketing effectiveness.

Published Works (most recent):

- *DM News*, ad for Inc and Fast Company, February 23, 2009
- *Publishing Executive*, ad for Haymarket, March 2009
- *Catalog Success*, ad for BNP Media, March 2009
- *Catalog Success*, ad for Nielsen Business Travelers, April 2009

Junior Graphic Designer

Brown Harris Stevens/Halstead/Terra Holdings – New York City, NY

May 2007 – August 2008

- Create advertising and promotional material that conforms to the corporate identity and brand of Brown Harris Stevens.
- Provide support and quick turnaround for the company's 300 real estate brokers in Manhattan and Brooklyn.
- Create fresh designs and ideas that move the company in a more modern direction.
- Work closely with brokers to understand their needs and translate ideas into successful marketing pieces in a timely manner.
- Develop corporate branding materials (including templates/forms) and insure all collateral adheres to established brand standards.
- Utilize artistic abilities in special projects, leading to the publication of two fine art pieces.

- Retouch broker headshots and interior apartment photographs.

Published Works:

- *Hamptons Magazine*, Broker self-promotion ad, ran twice in September 2008
- *New York Magazine*, Halstead property ad, December 24-31, 2007
- Washington Square Arc drawing on property promotion postcards
- Brooklyn Bridge drawing on property promotion postcards

Graphic Designer for Brand Management/Communications

United Way of Greater Mercer County – Lawrenceville, NJ

June 2006 – May 2007

- Create print and web materials while meeting key deadlines for advertisements, Internet communications and brochures.
- Design event invitations and other collateral adhering to strict brand guidelines.
- Collaborate with other organizations to plan charity projects and events

Published Works:

- All quarterly newsletters from July 2006 to April 2007
- The 2007 Annual Report to the Community
- 2006-2007 Campaign Kick-off materials
- 2006-2007 Campaign Celebration materials

Profile:

“Bernadette is a creative thinker, adept at understanding our marketing needs and turning them into visual realities. A dedicated, enthusiastic professional... an asset to any marketing team!”

“... has the ability to accept direction and act upon it, often going beyond the scope of projects... unafraid to take on new challenges and opportunities.”

“She is a very talented graphic designer who helped improve our visual presence in the marketplace... a fast learner and detail oriented.” *various managers as recommended on LinkedIn*

Education:

B.S. Information Technology required concentration in Multimedia/Graphic Design

New Jersey Institute of Technology, Newark, NJ

September 2003–May 2007

Cumulative GPA 3.53, Cum Laude

Achievements: 2006-2007 Senior Class President, College Leadership New Jersey class of 2006