Carlene MacGregor

Marketing Communication & Graphics

*Graphic designer expanding into a laser-focused marketing communicator eager to translate inspired client insights into desired profitable outcomes.*

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[facebook.com/profile](https://www.facebook.com/profile.php?id=1700507833&sk=about) | [multimediamarketingmacgregor.com/](vhttps://multimediamarketingmacgregor.com/)

Experience

Marketing Intern - Aging But Dangerous, Minneapolis, MN January-April 2021

• Self-reliant solo remote for an email campaign achieving a successful 3% return rate.

• Persistent long-term, multi-sized business sponsorship solicitor.

• Tenacious business contact matrix researcher.

• Social media verification master.

• Contact data table generator with an eye toward future asset usage.

Graphic Designer/Compositor - Adams Publishing Group Inc., Coon Rapids, MN 2016-2018

• Dynamic member of a 16-person group supporting approximately 25 salespeople in 6 plus locations as a substantively creative designer of fliers, posters, banners, calendars, brochures, business cards, and other printed products.

• Rapidly self-taught Adobe software adapter. Capable Xpanse distribution software user. Accurate Adobe Acrobat proof corrector.

• Consistent production expectations exceeder.

• Unfailing back up to 4 other designers’ duties.

• Sought-after designer/press submitter/maintainer, and sales account retention aide of 2 meticulous client products.

• Voluntary inter-shift workflow coordinator/liaison as a self-appointed mentor of 3 new hires.

• Collaborative sales liaison/paginator/ftp uploader of Outside Dairyland Peach Real Estate Guide.

• Spearhead of a 5-person team transitioning the department to an external entity using Affinity X software and Creative Cloud.

Graphic Designer - Northland Trading Post Inc., Warroad, MN 2013-2015

• Lead advertisement creator, proofer, paginator, printing scheduler. Tight deadline tiger.

• Weekly facilitator, distributor, and mailer of approximately 14,000 shopper newspapers.

• Rapid self-learner of software. Investigative software glitch resolver. Designated FTP site uploader.

• Product photographer, photo corrector, and re-toucher.

• Owner’s collaborator. Sales rep/office personnel/software mentor/program usage coach thereby increaser of production speed and accuracy by 5%.

• Meticulous ad monitor, scheduler, producer, and paginator. Detail-dedicated advertisement-to-billing synchronizer. Specialty campaign telemarketer.

• Precise local/international mailing forms coordinator. Exacting distribution zones insert matcher.

• Proficient bundler/freight loader/deliverer to distribution sites covering northern Minnesota, into Ontario and Manitoba, Canada requiring a reputable international border protocol navigator.

Graphic Designer – Advantage Marketing Inc., dba Warroad Pioneer Newspaper, Warroad, MN 2006-2011

• Deadline-obsessed lead graphic designer successfully achieving 100% customer proofs with 98% accuracy.

• Main paginator and printer liaison problem solver. Transitioning workflow converter from Quark to InDesign.

• Primary advertising creator and sole designer during selling, proofing, printing, and publication of the 2010 Warroad Chamber of Commerce Visitors Guide.

• Chief liaison with freelance personnel, as well as front desk customer service ambassador.

• Incidental interviewer, photographer, reporter, and author of newspaper articles. Frequent office supervisor substitute.

• Initializing author of formal company job descriptions, graphic archive, advertising billing logs, and disaster mitigation plan.

• Warroad business community advocate, one of 2 employees transitioning with the newspaper entity through 3 changes in ownership.

Soft Skills

• Enthusiastic New Marketing Communicator

• Experienced Designer

• Skilled Proofreader

• Natural Word smith

• Personnel Manager

• Project Manager

• Organizational Manager

• Highly Adaptive

• Collaborative Team Member

• Customer Dedicated

• Detail Focused

• Rapid Learner

• Deadline Driven

• Creative Mindset

• Diversity Trained

Computer Software Familiarity

• PC & MacIntosh Platforms

• Adobe InDesign

• Photoshop

• Acrobat

• Premier Pro

• CorelDraw

• Microsoft

• Outlook

• Office

• PowerPoint

• Excel

• Word

• Publisher

• LinkedIn

• Facebook

• Pinterest

• Twitter

• YouTube

• Instagram

• Reddit

• Snapchat

• WordPress

• Canva

• Wix

• Skype

• Zoom

• Affinity X

• Xpance

Education

Bachelor of Marketing Communication, Bemidji State University 2021, Bemidji, MN

*Relevant classes:*

• Marketing

• Marketing Management

• Advertising Management

• Multimedia Marketing

• Social Media Marketing

• Marketing Research

• Public Relations

• Media Writing

• Media & Social Change

• Consumer Behavior

• Mass Media & Society

• Media Ethics & Law

• Portfolio

Associate of Applied Science in Business, Northland Community & Technical College 2012, Thief River Falls, MN

*Relevant classes:*

• Principles of Marketing

• Principles of Management

• Supervisory Leadership

• Intro to Business

• Public Speaking

• Business Law

• Ethics

• Intro to Computer Tech

• Social Media Communications

Associate of Applied Science in Commercial Art, Ferris State University 1984, Big Rapids, MI

Associate of Liberal Arts - Fine Art Minor, Lake Superior State University 1982, Sault Ste. Marie, MI

Awards & Certificates

• BSU Summa Cum Laude Graduate 2021

• BSU Online Integrated Media Student of the Year 2019

• BSU President’s List 2019, 2020

• CITI Research Certified 2019

• NCTC Summa Cum Laude Graduate 2012

• Multiple Dean’s Lists FSU & LSSU