

Howard Lennie

480.688.5939

howard@howardlennie.com

howardlennie.com

linkedin.com/in/howardlennie/

Summary

Graphic and web design professional with marketing experience who creates high-quality electronic and print marketing materials and delivers projects on time and on budget.

Experience

Independent Consultant – Graphic/Web Design and Marketing

Mesa, Arizona

Creative work for profit and non-profit organizations includes branding, logo design, annual reports, prospectuses, brochures, flyers, presentations; funding proposals and cases; web sites, landing pages and companion email campaigns; in-store display materials, packaging and trade show booths.

- Developed traditional and electronic fund-raising materials that achieved double online giving over prior year
- Designed and installed web sites for various clients
- Created event logo, emails, landing pages and donation materials for various fundraising activities
- Designed and produced in-store display materials and packaging for major software and gaming company

Director of Marketing

nettime solutions

Scottsdale, Arizona

Defined marketing objectives and translated them into creative strategies. Strengthened brand position through persuasive content for web site, press releases, case studies, and blog. Measured all marketing activities and reported results to management.

- Designed marketing assets for new product release including collateral, web site and event assets
- Identified modular trade show booth system that reused artwork across multiple booth layouts
- Rebranded web site resulted in 25% increase of web traffic from 2012–2013
- New trade show booth design resulted in increased booth traffic and leads during trade show season
- Oversaw development of social media program, including ten-fold increase in Twitter followers
- Company named to Inc 5000 list of America's Fastest Growing Companies for four years from 2010–2013
- Managed marketing activities within annual budget

Production Manager/Graphic Designer

HD Communication Solutions

Scottsdale, Arizona

Designed and laid out annual reports, brochures, newsletters, presentations, web pages and emails. Coordinated job production to meet various deadlines in fast-paced environment.

- Informational flier designed for franchisees conference resulted in significant increase in use of client services
- Developed and maintained standards for work processes and practices
- Developed and managed vendor relationships to ensure product quality

Supervisor/Graphic Designer

Bowne of Phoenix

Phoenix, Arizona

Designed and laid out annual reports, brochures, forms, newsletters, prospectuses and other materials. Led team of up to eight graphic designers in the daily completion of multiple projects with competing deadlines. Coordinated job production to meet various deadlines in fast-paced, multi-shift environment.

- Reduced production times by 30% to 50% through creation of automation solutions
- Received Strike Force employee recognition for development of productivity solutions
- Constructed job information database with web interface that provided reports to management about amount and type of work done

Software

Adobe Acrobat

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

QuarkXPress

Microsoft Excel

Microsoft PowerPoint

Microsoft Word

WordPress (CMS)

HTML

CSS

Salesforce (CRM)

FileMaker (CRM)

Camtasia

SketchUp

AppleScript