

ANNE C. HOLMGREEN: MARKETING COMMUNICATION SPECIALIST

Portland OR 97140 • anneholmgreen@gmail.com • 971.276.3536

Portfolio: www.anneholmgreen.com

SUMMARY	Versatile marketing specialist and resourceful problem solver delivering high impact marketing design solutions for print, web, and electronic media that animate organizational goals	
SOFTWARE PROFICIENCIES	Solid background in project management, design production, and customer/vendor relations Adept hand at a broad spectrum of software tools on PC and Mac platforms including: Adobe CS6, Microsoft Office 2010, HTML, CSS, CMS and ACT!	
EXPERIENCE	Marketing Manager <i>Sensoray, Portland OR</i>	<i>4/2014 - Present</i>
	<ul style="list-style-type: none">• Set up email marketing program delivering 4,000 targeted email per month• Segmented CRM database by industry and grew lists by 30%• Guided marketing and branding efforts creating editorial content, press releases, social media posts, direct mail, advertising, video production, email automation, and tradeshow collateral• Executed all graphic design efforts including the redesign of company websites, all new product photograph, advertising design and placement, and all collateral materials	
	Regional Graphic Designer <i>Cardno, Portland OR</i>	<i>5 - 11/2013</i>
	<ul style="list-style-type: none">• Manage brand standards by applying design formats across all internal marketing tools• Standardized design of all marketing materials: internal company email blasts, newsletters, advertising, exhibit displays, brochures and promotionals, presentations• Sharepoint updates for internal and external web communication	
	Senior Graphic Designer <i>Bastion Technologies, Inc. and Hernandez Engineering</i> <i>IDS Contract - NASA-JSC at United Space Alliance, Houston TX</i>	<i>5/1998 - 6/2012</i>
	<ul style="list-style-type: none">• Graphic lead supporting marketing teams with NASAs prime space shuttle contractor on internal and external communications products• Facilitated customer and stakeholder agreement on project deliverables assuring goals, budgets, and timelines were achieved• Reinforced brand identity through management of logo standards and compliance, advertising, and event support• Redesign of USA external website and integrated marketing collateral• Coordinated quarterly Advisory Board presentations across executive offices	
	Adjunct Professor <i>University of Houston - Clear Lake: School of Humanities and Human Sciences</i>	<i>1998 - 1999</i>
EDUCATION	<ul style="list-style-type: none">• Upper level instruction in theory and application of Advertising Design and Introduction to Photoshop• M.A. Humanities, University of Houston-Clear Lake (UHCL)• B.A. Media Studies, UHCL (3.9/4.0) Magna Cum Laude, Presidents List• Undergraduate work in Fine Arts, University of Texas at Austin	
AWARDS	<ul style="list-style-type: none">• 2001 Space Flight Awareness Launch Honoree; 2011 Individual Superior Achievement Award; Two MarCom Platinum Awards	
COMMUNITY	<ul style="list-style-type: none">• Board of Advisors, The Arts Alliance Center at Clear Lake• President, Master Parks Planning Committee, Clear Lake Shores, TX- Guided bayou restoration funded by General Land Office, National Fish and Wildlife, Shell Oil Company, and CLS EDC	<i>2008 - 2011</i> <i>2003 - 2007</i>