

Anne Zeringue Williamson

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Advertising/Marketing Professional

Offering 23 years' experience in the creative design and production of high-quality advertising and marketing materials. My experience offers the unique combination of visual design and production talent with the ability to independently plan and manage large-scale, high-dollar projects; maximizing production value and optimizing clients' ROI.

Expertise includes:

- Logo Design, Corporate Identity, Branding
- Marketing Collateral Materials
- Direct Mail Marketing Campaigns
- Trade Show Signage and Booth Design
- Marketing Plan Development & Implementation
- Website Design and Management
- Advertising and Presentation Materials
- eMail Marketing Campaigns
- Long Format Document Production
- Vendor Selection and Management

Software Knowledge:

- Adobe Creative Suite: Photoshop, Illustrator, InDesign, Acrobat, DreamWeaver.
- Microsoft Office Suite: Word, PPT, Excel.
- Quark Xpress.

Professional Experience:

■ July 1993 – Present: StudioZ, Owner; Washington, DC; Chapel Hill, NC; Baton Rouge, LA

Independent contractor directing the design, development, and production of marketing collateral materials for clientele across varied industries. Entrusted with creative control and administrative oversight for clients' print and electronic marketing collateral, development of and adherence to branding guidelines, web presence, vendor selection and management, marketing plan development and implementation, budget management.

Highlights:

- Selected to develop logo designs, corporate identity standards, and product branding for multiple clients including: Rivulet Communications, Inc., Tollgrade Communications, Inc., FES, Syracuse NY Chamber of Commerce "Creative Core" campaign, Syracuse University Center for Digital Media Entrepreneurship, Global Marine Systems, Ltd., Ocular Networks.
- Chosen to design and produce the launch of *All About Beer Magazine* in Chapel Hill, NC in 1994, and the design and production of the launch of *Red Shtick Magazine* in Baton Rouge, LA in 2003.
- Logo and corporate identity standards and development of brand identity manual for Predator ROV. Additionally, created the look for all print advertising, marketing collateral materials, stationery, internal communications documents and presentation materials.
- Assigned to re-design print advertising materials for Global Marine Systems, Inc., Chelmsford, Essex, England. Subsequently, entrusted with oversight for the process of applying these concepts to all internal and external communications, including website design.
- Selected to design and produce Kantar Health's *2011 Global Health and Wellness Report*. This process included the design and production of a 264 pp. book, the cover design, print vendor selection and management, and preparation of the piece for online delivery as PDFs and future transfer to eBook.
- Charged with the development of project and overall marketing plans for multiple clients. This process includes budget development, implementation strategy, vendor selection and management, and creative support.
- Completed the concept development and launch coordination of websites for Rivulet Communications and Tollgrade Communications. The process included creative concepts, site content support, the selection and management of vendors, and oversight of the SEO process.
- Selected to update the corporate identity for national health care/pharmaceutical marketing firm, Phoenix Marketing International, Inc. Successfully updated overall corporate look, and produced complimentary branding for the 12 practices/divisions within the organization.
- Successful launch and coordination of multiple direct contact marketing campaigns which included the coordination of traditional direct mail response with eMail marketing, and the connection of all pieces to website landing pages to facilitate collection of resposdee contact information.

■ **June 1992 – June 1993: Computer Production Artist/Production Department Coordinator, STG Marketing & Communications, Herndon, VA.**

Desktop production artist assigned to convert board layouts from two Art Directors to electronic format for delivery to press and service bureaus. Expected to learn and stay current with the software required for production. Performed traditional camera and board layout duties. Additionally assigned to work with Traffic Manager to keep production schedule on target. Also assisted production staff with their computers and software. Creative control of additional designs/layouts for client materials based on layouts and brand structure provided by Art Directors.

Highlights:

- Worked with computer and software vendors to transfer the production department from traditional board and paste-up production to electronic pre-press.
- Successfully implemented the creation of a production department network allowing for the transfer of files between the members of the art department and the rest of the agency.
- Successfully implemented the development of production department workflow procedures.
- Relied upon to teach software capabilities and processes to other production department members.
- Supervised temporary and freelance staff.

■ **June 1991 – June 1992: Desktop Publishing Artist, Balmar Printing & Graphics, Washington, D.C.**

Worked in the pre-press and DTP department. Responsible for typesetting of traditional paste-up layouts. Responsible for electronic layout of long format documents, primarily Supreme Court Legal Briefs. Additional layout duties were covered for smaller commercial jobs such as business cards, invitations, flyers.

Highlights:

- Successfully produced extensive legal briefs to exacting standards/requirements of the U.S. Supreme Court.
- Gained extensive knowledge and training in the printing/production/pre-press process. Learned about color and inks, camera use, film separations and traditional pre-press. This learning experience allowed me to understand the transition of the industry from traditional to electronic pre-press.

■ **September 1988 – May 1991: Administrative Assistant, Meeting Planning Department, Association of American Medical Colleges, Washington, DC**

Hired as the Assistant to the Director of Meeting Planning. General administrative duties such as covering phones, assisting meeting participants, and maintaining correspondence. The position evolved with the introduction of PCs to the Association and my duties changed to more of a production role. I became responsible for the production of all meeting materials, the coordination of printing with outside vendors and internal departments, and gained the responsibility of providing input for decisions about vendor selection, software updates and internal procedures with the computer processing department.

Highlights:

- Successfully converted the pre-press production of all Meeting Planning Department materials from external vendors to in-house, thereby reducing vendor costs.
- Worked with the Association's computer services department to develop PowerHouse programs that would allow for the merging of central database records into marketing materials, allowing for personalization of communications with meeting participants.
- Trained other Association personnel in software and procedures for in-house production of printed materials.

Education: _____

- 1984. HS Diploma. E.D. White Catholic High School. Thibodaux, LA.
- 1984 – 1987. Louisiana State University. Baton Rouge, LA. Undergraduate. History/English.

References: _____

- Kimberley Meacham, Director, Marketing Communications, Meacham & Company, Fairfax Station, VA, 703-239-2675, kmeacham@cox.net.
- Sean Branagan, Owner, Communigraton, Inc., Syracuse, NY, 315-559-7451, sbranagan@communigraton.com.
- Jeremy White, Publisher, *Red Shtick Magazine*, Baton Rouge, LA, 225-921-7665, jeremy@redshtickcomedy.com.