

Krysten Pyles

Work Experience

Marketing Specialist

October 2008 – present

- redesigned promotional materials—such as brochures, posters and handouts—for COVA's various departments
- established unified visuals to more effectively brand COVA
- proofread and edited content of COVA materials, rewriting if needed, to ensure key messages were conveyed
- created new ways for the non-profit to communicate with its various audiences, including e-mail blasts

Graphic Designer

May 2007 – September 2008

- created various promotional materials for the restaurant, including posters, mailings, gift certificates and coupons
- designed and maintained weekly e-mail newsletter

Graphic Artist / Writer

June 2006 – January 2007

- conducted interviews and research to write various news and feature articles for publication in weekly newspapers
- proofread, edited and formatted submitted articles to prepare for printing
- updated web site weekly with local news and photographs

Publications Specialist

September 2005 – June 2006

- brainstormed and planned articles for quarterly health newsletter, *wellnews*
- conducted research via the internet and interviews
- took and edited photos for newsletter in photoshop

Graphic Designer / Design Director

Sept. – Nov. '05; March – June '06

- edited photos in photoshop for size, color and resolution
- edited other designers' layouts to create a unified look

Freelance Work

- **my cousin vito's (2009):** web site redesign, maintenance
- **individual client (2008):** cover letter, resume writing, design
- **alex's bistro (2008):** logo redesign, menu redesign, business card and letterhead design

Relevant Skills

Software

- adobe indesign
- adobe illustrator
- adobe photoshop
- adobe acrobat
- adobe dreamweaver
- adobe flash (*in progress*)
- adobe golive
- microsoft word
- microsoft power point
- microsoft excel
- microsoft publisher

Education

Bachelor of Science in Journalism, June 2006, magna cum laude
Ohio University, E.W. Scripps School of Journalism, Athens, Ohio – GPA 3.8
Major: Magazine Journalism | Minor: English and Psychology

Graduate Credits in Graphic Design, 2007, Academy of Art University Online, San Francisco, Calif.

Center of Vocational Alternatives

Columbus, Ohio

- tailored visual and written content of COVA marketing according to audience
- established and managed COVA's social networking sites, such as Facebook
- redesigned web site content, visual look and strategy to better reach COVA's main markets

Lucé Enoteca

Powell, Ohio

- proofread and edited newsletter content
- designed and updated food and wine menus

The Post Newspapers

Columbus, Ohio

- edited and toned photographs using Photoshop software according to printer's requirements
- designed pages for 10 local newspapers using InDesign
- created house ads in Photoshop and Illustrator as needed

Wellworks, Ohio University

Athens, Ohio

- wrote and edited health-related articles
- created two-color newsletter using InDesign software
- helped plan and execute community health fairs

Southeast Ohio Magazine

Athens, Ohio

- used InDesign to lay out several spreads that included headlines, photos, body text, pull quotes and captions

- **bride ideas (2007–08):** logo creation; matching business cards, letterhead, envelopes and return address labels; web site design and execution
- **Lucé Enoteca (2007–08):** design of promotional materials, menus, gift certificates and weekly e-mail newsletters

Training

- typography
- advertising principles
- digital photography and photo editing
- a.p. and Chicago styles
- news and creative styles of writing
- public relations and press releases
- social media networking