

Software

+ Adobe CS4 InDesign + Adobe CS4 Photoshop + Adobe CS4 Illustrator + Adobe CS4 Dreamweaver + Adobe CS4 Flash + HTML + CSS

Key skills

- + Over a decade of experience in graphic design, and production.
- + Fully versed in concept-to-completion design work for a wide variety of disciplines and industries: packaging, collateral, hospitality, publishing, posters, web and much more.
- + Strong multi-tasking, organizational and problem-solving abilities, very deadline-oriented.
- + Quick learner, up for challenges.
- + Able to create positive energy, and can face stressful situations and tight deadlines calmly.
- + Wide variety of work samples available at coroflot.com/hazelryder
- + Always ready to meet custom creative needs.

Experience

Musicorp, N. Charleston, SC | Graphic Designer & Online Marketing Coordinator | 6/2001 - Present

- + Manage, maintain and update all brand websites
- + Provide assistance to outside web developer for all websites, including web design and business transactions
- + Provide monthly website statistics for tracking and measurements
- + Created, manage and maintain Dealers web pages for Musicorp & M&A Sales
- + Created and continue to maintain social media presence and community via Twitter, Facebook and YouTube by ensuring all Musicorp promotions are communicated effectively to drive traffic, involvement and ultimately increasing profit
- + Track social media growth, performance and participation
- + Provide weekly online marketing reports. Produce and manage monthly website updates
- + Produce and manage email campaigns for profitability and customer support
- + Collaborate email campaigns with Merchandise department / Product managers by updating
- + Manage, maintain and update email: marketing, campaigns and customer lists for Musicorp, M&A Sales and MBT Lighting brands
- + Provide email reports for tracking. Manage department's Technology (Computers & Software) and Supplies Budget
- + Manage, maintain and update Image Gallery [image server database]
- + Develop web applications; i.e. animations and banners
- + Provide online website statistics for all brands
- + Assist with strategic plans for marketing and sales support and promotions
- + Edit and maintain retail and wholesale catalog pages for web and print
- + Collaborate with Merchandise Department / Product managers for print projects
- + Produce product Sell Sheets with information provided by Merchandising
- + Assist with (and sometimes create) Product Reference Manuals by uploading online and on server
- + Maintain and update files on marketing server
- + "Power User" for Marketing department - ensures internal or external access of marketing files and proper file management (storage and sharing capabilities)

New Line Cinema, Los Angeles, CA | Graphic Designer, Film Industry | 2/2000 - 3/2001

- + Design film feature DVD packaging, cover art, disc art and insert
- + Design in-house promotional materials for film promotions, campaigns, and launches
- + Assist creative service team with ideas. Design promotional collateral for marketing department

Arcadia Publishing, Charleston, SC | Production Executive, Publishing Industry | 3/1998 - 6/1999

- + Scan original photography
- + Digitally manipulate photographs for color correction or enhancement
- + Convert files to digital format
- + Paginate layouts for book format
- + Maintain scanner equipment
- + Calibrating and configuring scanner to the book industry standards/formats
- + Designed and maintained initial website [1999]

WCBD-TV 2, Charleston, SC | Graphic Design Internship, TV Industry | 6/1998 - 8/1998

- + Observe television environment of ad production, animation and graphics.
- + Assist graphic design manager

Summerville Journal, Summerville, SC | Junior Graphic Designer | 1/1997 - 12/1997

- + Design advertisements and classified ads for newsprint format
- + Assist Sales & Design members in ad creation and page layout for final print production

Websites

- + hazelbasil.com [portfolio 2007-present]
- + hazeldevera.com [2001-2006]
- + musicorp.com [2007]
- + stagelinesstands.com [2007]
- + d-a-m-n.blogspot.com [2006-present]
- + DivineMadness.net [2002-present]
- + CharlestonGrpServices.com [2001]
- + Midsummer.cc [1999-2000]
- + Venicebaptist.com [2000-2001]

Projects & Clients

- + **Deborah Brock**, author of Lab Training books Volumes 1 & 2
- + **Divine Madness** Arts Organization: flyers, website, programs, tickets
- + **AsiaMania Film Festival 2004**: official logo, posters, ads, postcards,
- + **Venice Church "Faces"** logo for ministry group
- + **Summerbrook Community Church** main logo for identity and signage

Education

- + **Trident Technical College** | N. Charleston, SC | Associate in Visual Arts & Graphics
- + **Charleston Southern University** | Charleston, SC | Computer Science, Spanish [incomplete]
- + **Trident Technical College** | N. Charleston, SC | Associate in Arts