

# JUDITH BANDY

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**Art Director**

**Publications**

**Graphic Design**

Granbury, TX, 76049

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## PROFILE

I have experience with web design, graphic design, sales, email/social/print/digital marketing, basic and advanced IT experience, am willing to learn anything, and have a good sense of humor. I have in-depth knowledge of social media marketing, developing effective campaigns for multiple platforms, and integrated technology. I am a high achiever with constant goals, which produces results individually and as part of a results-focused team—creative, hands-on professional with the ability to work on multiple projects.

## EXPERIENCE

### ART DIRECTOR/PUBLICATION SPECIALIST - PECAN PLANTATION OWNERS ASSOCIATION, GRANBURY, TEXAS — JAN 2018 - JAN 2023

- Prepared the over 50 Columns Magazine page budgets, set layouts, and managed the monthly project in all aspects
- Use Adobe Photoshop, Adobe Illustrator, and Adobe Indesign to develop the monthly magazine, designed graphics for websites, logos, and promotions for marketing purposes.
- Maintained knowledge of current sales and goals for each monthly magazine
- Determining readiness of written pieces, made changes, and approved final versions for publication—reviewed articles for grammar, spelling, punctuation, syntax, accuracy, and compliance with quality standards.
- Planned budgets worth over \$100,000 a year and negotiated contracts with advertisers.
- Build productive relationships with writers, designers, and other professionals.
- Built and managed an accurate sales pipeline to maintain a high volume of activity. Won new business by articulating the company's capabilities to prospect the full value.
- Increased sales with a complete sales cycle from initial lead processing through conversion and closing.
- Developed and optimized print strategies to maximize coverage, advertiser funding, and readership.
- Support the IT department in handling technology rollout and maintenance. Helped the department set up equipment for meetings, events, and operations. Support the team's needs, research, and provide problem-solving abilities.
- Build and maintained databases for multiple projects.
- Planned and prepared for on-location and studio shoots, performed advanced computer processing of images for assignments. Assessed final products to check quality and consistency with creative vision.
- Post-production video editing, maintaining brand on video production, and publication on multiple platforms.
- Managed content distribution to online channels and social media platforms.
- Approved, reviewed, and edited content flowing to the website, email campaigns, and other media methods. We utilized analytics and site metrics to determine areas of improvement within the organization.

## SKILLS:

Attention to Detail

Flexible & Adaptable

Leadership & Team Member Oriente

Resilient

Self Starter

Project Management

## SOFTWARE AND PLATFORMS:

Adobe Creative Cloud - 9 years

Figma

Youtube

Facebook Business

Email Marketing

## EDUCATION:

Tarleton State University - Stephenville, TX

Weatherford College - Weatherford, TX Associate of Arts

Granbury High School Diploma

### **Communications Manager - Grandsquare Enterprises, Granbury, Texas**

**10/2016 - 1/2018**

- Expanded cross-functional organizational capacity by collaborating across departments on priorities, functions, and shared goals.
- Reviewed performance data to monitor and measure productivity, goal progress, and activity levels. Oversaw professional social media messaging through content development, follower engagement, social listening, trend analysis, and leveraging competitor research.
- Conducted research to analyze customers' behavior, preferences, and purchasing habits.
- Planned marketing initiatives and leveraged referral networks to promote business development. Developed campaigns and specific marketing strategies for clients.
- Developed advertisements with impactful messages to stimulate engagement and reach target audiences.
- Boosted reach by creating digital content, managing scheduling, maintaining social media accounts, and reporting analytics to measure engagement.
- Created customized marketing materials to increase product awareness.

### **Social Media Coordinator - Mike's Off-Road, Haltom City, TX 8/2014 - 9/2016**

- Collaborated with sales, product management, and web development teams to create specific
- marketing campaigns across multiple platforms.
- Developed marketing content such as blogs, promotional materials, and advertisements for social media.
- Trafficked advertisements to target audiences using particular algorithms for focused exposure.
- Created social media content with consistent content and tone.
- Incorporated SEO techniques to verify maximal site exposure to search engine robots and crawlers.
- Designed graphics for website decoration and layout.

### **Graphic Design Intern - Print One, Granbury, Texas 5/2014 - 8/2014**

- Designed graphics for websites, logos, and promotions for marketing purposes.
- Designed marketing brochures and wrote website copy.
- Suggested and recommended techniques, methods, and media best suited to produce desired visual effects.
- Managed design conceptualization, milestones, and customer feedback.
- Worked with 40 monthly clients to gather and define requirements, establish scopes and manage project milestones.