

Angela Tweedie Kaskel

Objective

To gain employment as a graphic designer

Work Experience

October 2008 – Present

Apple, Inc.

Midway, Fla.

Mac Specialist

- Serve as product specialist in the Apple retail store. Part of the team that opened a new store, one of the highest revenue stores in the south Florida market. Other duties include assisting in in-store visuals and teaching workshops.

March 2007 – Present

AVISIAN Publishing

Tallahassee, Fla.

Marketing Coordinator

- Managed advertising sales for a suite of publications, including two print magazines and eight online news sites. Advised clients on ad design for maximum web and print effectiveness.
- Directed the promotional efforts to boost magazine subscriptions and online readership. Including writing and designing promotional ads and trade show material hand outs.
- Scheduled and attended meetings with vendors to promote the publications.
- Traveled extensively to international and domestic locations and coordinated the company's travel plans, vendor meetings, and promotional events.
- Edited and proofed all print publications on a bi-monthly basis, checking for print quality, technical errors, and editorial content. Assisted daily in posting news to the online publications
- Orchestrated media planning and buying for an awareness campaign and new product launch for a partner company

Freelance designer and writer - September 2008 – Present

- Writing magazine articles and doing design work on a freelance basis for the magazines and websites.

October 2005 – Present

T-Formation

Midway, Fla.

Full-time Sales and Marketing Associate – October 2005 – March 2007

- Executed a marketing campaign from conceptualization through research, planning, analysis, and implementation.
- Directed the Advertising Specialties Industry (ASI) department, researching and sourcing promotional materials
- Florida State University sales territory manager: created, managed and maintained new accounts for screen printing, embroidery projects, and promotional materials.

Outside Sales Associate - March 2007 – Present

- Maintained select clients and cultivated new clients from an outside sales position.

January 2004 – August 2004

University of Florida

Gainesville, Fla.

Preview Orientation Staff Leader

- Served on a staff welcoming 7,000 new students and 15,000 of their family members to the University of Florida.
- Provided academic advising to the students, counseling to the families, and worked with the University of Florida faculty.

Education

University of Florida, Gainesville, Fla.

- August 2001 – April 2005 – B.S. Advertising, minor in Packaging Science
- Summer 2003 – Florida State University Study Abroad, London.

Miami Dade College School of Entertainment and Design Technology

- September 2008-Present – 30 hours of college coursework in graphic design technology