

lisa jean goldner

PROFILE

Graphic Designer and Photographer.
Extremely organized and ready to take on any project.
Master of color and typography.
Attention to detail and print quality like no other.
Passionate for all things design.
Goal driven.

EDUCATION

Berks Technical Institute // Wyomissing, PA
Associate in Graphic Design
Graduated: October 2008 // GPA: 3.49

Harrisburg Area Community College // Lancaster, PA
WEB-102 Internet and Web Design (HTML Course)
Course Completed: January 2010

ACCOMPLISHMENTS

The Brian Foss Award

Berks Technical Institute // October 2008
Awarded for personal integrity, significant improvement in design and skill, dedication to her craft and overall attitude
(Only awarded to one graduation student per term)

Photography used on set of USA Network's Political Animals
Episode 102 "Second Time Around" // July 2012

SOFTWARE

Adobe Creative Cloud: Photoshop, Illustrator, Indesign
Microsoft Office: Word, Excel, Powerpoint
Web Programs: Google Analytics, Vertical Response, Xcart Gold
Adobe Acrobat Pro with Pitstop
Proficient on MAC and PC Platforms
Universal Type Client
Quark Express
HTML

EXPERIENCE

Graphic Designer / Print Production Artist

Baker Printing (June 2013 - Present)

I wear many hats at Baker Printing but my main responsibility is project management. With every project, I manage the workflow from start to finish, whether it needs to be designed creatively or simply prepared for print. I have an eye for color and its something I take pride in. Troubleshooting files during the prepress process is something I do very efficiently. I prepare and plan marketing campaigns to grow sales and brand awareness.

Photographer / Social Media Marketing Coordinator

Fabric Mart (June 2011 - June 2013)

Product photography and uploading photos and descriptions to the website were my daily responsibilities. I regularly assumed the web master duties which included updating website content, creating the daily sales and designing HTML emails to be sent to our client list. As the Social Media Marketing Coordinator I used creativity and strong communication skills to interact with our customers through Facebook, Pinterest, Twitter and Instagram. I also designed the web banners for all online content.

Owner / Photographer

Fontenelle Photography (January 2010 - December 2012)

I photographed weddings, events and portraits. I created and printed albums and other photo products in order to accommodate my client's needs.

Sales Associate / Lab Technician

Ritz Camera (January 2006 - March 2010)

Communicating product benefits and providing excellent customer service allowed me to consistently achieve the highest camera sales stats in the store. Managing the rotation of marketing displays and leading the repair process for the store grew my organization and management skills. I also developed 35mm film, processed orders for digital images and used wide format printers to fulfill customer orders.