

Philosophy

Design is the artful arrangement of ideas, people, resources and information required to pose lucrative business and branding solutions.

Sheana Firth

Experience

Inside Track Almanac

2003-Present

Art Director | 2005-Present

Comprehensive management and execution of a tri-county quarterly publication serving a readership of over 100,000, including:

- Client relations
- Art copy, proofing and submission
- Editorial, advertisement and production design
- Print negotiation and production

Critical achievements

- Seamlessly assumed all concept, design, editorial, and production workload previously assigned to a team of five specialists
- Increased market penetration and brand awareness by 316% within one year of implementing an integrated web/print strategy

Qualities

Adaptable
Meticulous
Grounded
Driven
Resourceful
Prompt

Proficiencies

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe Acrobat Pro
Quark Xpress
Microsoft Office

Graphic Art Associate | 2003-2005

Liaison with core client base in execution of all advertising in partnership with offsite production house, including:

- Editorial photography
- Art copy, proofing and submission

Education

Florida State University
B.S. (1999-2003)

Independent Contractor

2005-2009

Client Base

- Local and National businesses and community organizations

Specialties

- Full scope of print design services from corporate branding to point-of-sale as well as production and design for publications and periodicals.

Accolades

2009 Summit International Bronze
2010 Silver Marketing Award
2010 Summit International Bronze
2010 Summit International Bronze
Featured in Photoshop User Magazine

Breakaway Graphics, LLC

2009-Present

Owner/CEO

Critical Achievements

- Established Breakaway Graphics, LLC to provide additional services and accommodate a 67% new client conversion rate.
- Business Leader Women Extraordinaire Winner
- Chosen as guest speaker at the 2011 Express Yourself Arts Conference

References available upon request