

Graphic Designer • Production Artist • Fine Artist

Your art source... versatile graphic designer, production artist and fine artist who can undertake projects from design to production including client relations, vendor interface and bringing it all together by deadline.

Blending administrative and customer service skills with my innate design sense in a creative art environment.

logos • ads • posters • brochures • announcement cards • invitations • packaging signage • banners • direct mail • web banners • web graphics

Illustrator, Photoshop, Indesign | Microsoft Office | Mac/PC

WORK EXPERIENCE

Freelancer on/off site

Professional Fine Artist

Artstp.com, Hackettstown, NJ

present

- Graphic design
- Print production
- Digital graphics
- Experience overseeing multiple projects

Promote and market Tracy Pollock-Fine Art

- Update and maintain web site
- Manage social media page

Seasonal plein air art instructor

Compiling catalogue raisonné of NJ artist Lee W. Hughes (1930-2014)

Creative Research Assistant

Distinctive Promotions, Flanders, NJ

May 2017-September 2017

Researched promotional brand merchandise utilizing SAGE online promotional product research tool.

- Created client presentations
- Verified pricing and inventory
- Ordered samples from suppliers
- Packaged and shipped via UPS, FedEx
- Communicated daily on follow up to vendors, suppliers and shipment tracking
- Scheduled vendor calendar of outside sales force appointments
- Ordered and updated catalog resource library
- Designed Pharmaceutical Marketing Sale Sheet
- Created vector artwork for vendors

Art Gallery Administrator/Framer, VP

Connoisseur Gallery, Bedminster, NJ

April 2013-October 2016

Gallery administrative tasks, met suppliers, vendors, artist and antique dealers. Assisted with purchase and sale of fine art.

Assisted clientele on custom framing, advised best solutions for restoration and preservation of oil paintings. Assessed value of artworks, packaged and shipped artwork, prepared paperwork and art for auction.

Prioritized daily shop production: framing, restoration and frames.

Coordinated advertising, designed marketing materials and placed public relations. Photographed new art, maintained artist profiles.

- Rotated gallery art
- Prioritized daily shop production
- Redesigned and maintained website
- Introduced Social Media: Facebook, LinkedIn and e-mail marketing campaigns with MailChimp
- Organized gallery events, special exhibits and exhibited at Antique Art Fairs
- Created and maintained clientele database

Tracy Pollock

Graphic Design | Fine Art | Pet Portraits
Art Advisor

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Graphic Designer

NRT Eastern Seaboard, A division of Realogy, Madison NJ

August 2008-March 2013

Designed corporate communications, consumer advertising, agent brand marketing materials and web graphics for NRT, NJ Coldwell Banker Residential Brokerage, Mid-Atlantic, New England and Jack Gaughen Realtor, ERA.

- Worked directly with FMMs (Field Marketing Managers), MMs (Marketing Managers) to ensure designs aligned with creative strategy
- Collaborated with team on complex and special projects
- Supervised SharePoint System and delegated daily job requests

Art Director

Burgdorff, Realtors ERA, Parsippany, NJ

February 2004-July 2008

Serviced 18 Real Estate Branch Offices. Worked directly with Branch VPs – designed marketing materials, agent branding campaigns, collateral materials to high-end listing brochures. Assisted VP – Marketing on corporate campaigns, award presentations and annual fundraisers.

- Recruited freelance artist
- Directed and guided graphic artist
- Delegated daily workload

COMPUTER SKILLS

SAGE	Microsoft Word	Microsoft Excel	Acrobat	QuickBooks	SharePoint
InDesign	Photoshop	Illustrator	Microsoft PowerPoint		Dreamweaver

Platforms:

Mac/PC

EDUCATION

Certificate: Commercial and Fine Arts
duCret School of the Arts | Plainfield, NJ

Continuing Education

Graphic:

Noble Desktop's – Digital Publishing Suite Course
SkillPath Workshop – Adobe CS3 Applications – East Hanover, NJ

Fine Art:

New York University – SCPS: The Art Dealer in the 21st Century
NYC Art Student's League
Figure and Composition Painting: studied with Joseph Peller, Oldrich Teply
New York University – SCPS: Research Methods for Appraisers
New York University – SCPS: Creating Public and Private Art Collections