

CAREY ANN HAYS

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Design & Communications

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Dedicated, ambitious, and creative graphic designer and communications manager, offering more than 25 years' experience, fresh ideas, and a good work ethic to a company or organization that can benefit from my skills.

SUMMARY OF SKILLS

- ❖ Creative graphic designer and print production artist, skilled in typesetting and layout, color separation, imposition, preflight and file repair, computer-to-plate output, and variable data printing. Fluent in all design industry software, including Adobe and Microsoft suites. Certified in prepress digital workflow.
- ❖ Accomplished website designer and developer, adept in HTML and CSS, content management systems administration for WordPress and Joomla, email newsletter campaigns and mailing list management, social media marketing, and search engine optimization (SEO). Fluent in Adobe Dreamweaver and Flash software.
- ❖ Versatile marketing communications manager, effective in developing and distributing promotional materials, newsletters, press releases, advertising, events coordination, and public relations.
- ❖ Excellent communicator with good skills in grammar, spelling, writing, proofreading and copyediting. Experienced in public speaking, trade shows, and small business retail management. Held temporary job positions in data entry, administrative and office work.
- ❖ Software Skills: Adobe Photoshop, Illustrator, InDesign, Flash, and Dreamweaver; Microsoft Word, Excel, and Access; Visual Basic, PHP and MySQL. Typing average: 90 WPM with 98% accuracy.

JOB HISTORY

- Copper Mountain College – Joshua Tree, California** **September 2014 – Present**
Student tutor for software classes including Adobe Photoshop, Illustrator, Dreamweaver, and Flash; Microsoft Word, Excel, and Visual Basic; and English. Paid position.
- Sheric Real Estate & Property Management - Yucca Valley, California** **March 2014 – September 2014**
Website editor, manage weekly updates of properties on company website and other promotional outlets.
- Morongo Basin Cultural Arts Council - Joshua Tree, California** **July 2011 – November 2013**
Executive Director for non-profit arts organization; Director of the 13th annual Hwy 62 Art Tours event. Served as volunteer Communications Director from July 2011 to January 2013 before hired as paid director.
- Funky & Darn Near New - Yucca Valley, California** **August 2011 – December 2012**
Part-time sales and customer service for a vintage clothing store in the Old Town district of Yucca Valley.
- Ineo Inc. – Muncie, Indiana** **March 2006 – December 2012**
Website designer and developer, content management systems (CMS) manager, social media editor, SEO engineer, and marketing communications manager for a self-owned internet company.
- Spencer Printing Inc. - Muncie, Indiana** **April 1999 – December 2010**
Graphic designer, composition artist, and prepress production for a commercial printing company.
- Minnetrasta Cultural Center - Muncie, Indiana** **March 2009 – September 2009**
Temporary website, e-news, and social media editor for a non-profit museum of art, nature, and local history.
- Quarter Moon Curios – Muncie Indiana / Pioneertown, California** **July 1992 – Present**
Make and sell handmade sterling silver and gemstone jewelry and gifts, online and as a show vendor; owned and managed a retail storefront in Muncie, Indiana from 1994 to 1999.
- Huntington County TAB - Huntington, Indiana** **March 1989 – July 1992**
Feature writer, photographer, copyeditor, typesetter, and composition/layout for a weekly newspaper.

COMMUNITY VOLUNTEERISM

- Radio Free Joshua Tree**, Public Relations Coordinator September 2014 – Present
Developed WordPress website; manage website content, e-newsletter, and social media marketing.
- Morongo Basin Cultural Arts Council**, Communications Director July 2011 – October 2014
Designed and maintained content management system website; managed weekly e-newsletter and social media marketing; Volunteer worker at MBCAC events.
- Muncie Arts and Culture Council**, Committee Member February 2009 – December 2010
Charter member; Served on promotions committee and Arts District wayfinding signage committee.
- Muncie Downtown Development Partnership**, Board of Directors December 2004 – December 2010
Designed and managed munciedowntown.com website, weekly e-newsletter, and all social media marketing; Served as secretary, and later president, of Muncie Downtown Business Council until its merger with Downtown Development in 2009; Served on the Downtown Development board of directors, on events and promotions committees, and as volunteer worker at Downtown Development sponsored events.

EDUCATION

- Copper Mountain College**, Joshua Tree, California
Associates Degree in Computer Programming Graduate May 2016
Associates Degree in Computer Information Systems Graduate May 2015
Certificate of Proficiency in Adobe Photoshop Received May 2014
- Vincennes University**, Muncie, Indiana
Certification in Prepress Digital Workflow October 2006
- Ball State University**, Muncie, Indiana
Journalism Major September 1987 – March 1989
- Huntington North High School**, Huntington, Indiana
Journalism, English Major Graduated May 1987