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## ▶ AlesiaKaye

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### Experience

Freelance Graphic Designer / Marketing Coordinator / Event Planner (1998 - Current)  
[AlesiaKaye.com](http://AlesiaKaye.com) ([www.alesiakaye.com](http://www.alesiakaye.com))

Service clients from various industries in all marketing needs. Specialize in creating print / web based marketing materials using Adobe software.

*Sampling of Previous clients with short description of services provided below:*

#### **The Funniest Night of the Month - Jorge Machaen / Maiden Alley Cinema Paducah, KY 2011**

Created complete sponsorship package and currently assisting in developing media plan for "The Funniest Night of the Month", a live event produced by stand-up comedian Jorge Machaen and Maiden Alley Cinema. This event is an attempt to bring first class comedy to Paducah, KY and the surrounding area. As of now there are no popular venues for live comedy in our area without travelling as far away as Clarksville, TN, Indianapolis, IN or St. Louis, MO. The Funniest Night of the Month hopes to rectify this situation while cultivating a nurturing environment for developing local talent. Currently continuing to assist in this effort.

#### **Interiors Unleashed - VA / FL - Web Design 2010**

Created website for Interior Designer starting a new company. Website was created in Adobe Dreamweaver and consists of 42 HTML files and 211 Image Files. Website utilizes CSS, JavaScript and iFrames. Entire site was created in 4 days - not including mockup creation. Assisted in securing Domain Name Registration, advised on Web Hosting Services and submitted completed website with proper META tags and basic SEO strategy to online search engines. Please see [www.interiorsunleashed.com](http://www.interiorsunleashed.com) for finished product. Contract ended when services were completed although an ongoing updating will be provided on an "as needed" basis.

#### **Brown Street Furniture - Whitefield, NH - Marketing Coordinator 2010**

Contract position to fulfill marketing needs for Brown Street Furniture and all companies owned/operated by same owners. These companies included: Vermont Tubbs, Mystic Valley Traders and Brown Street Furniture / Vermont Tubbs Outlet Store. Projects included: Print Ad Designs, Flyer Designs, Invitations to Corporate Events, Catalog layout & design, Product Database creation, Event Planning, Creating Media "Contact Sheet", POP Displays, Preparing professional product photography for print & web usage.

## **CD Layout & Design for Independent Musician: Meghan Trainor 2010**

Meghan Trainor is the daughter of one of my commercial clients. When it came time to create a professional design for her debut CD her parents turned to me as we had worked together many times before in creating various needs for their commercial business. CD design included creating cover art from a client provided photograph, original design for all aspects of case (cover, back, edge, interior) as well as design for actual CD.

## **Website Design - AlesiaKaye.com 2010**

Design of my own professional website. Please see <http://alesiakaye.com/> for website finished product and <http://alesiakaye.imagekind.com> for photo outlet. To view more of my photography (including those not available as prints) you may view my Flickr portfolio at <http://www.flickr.com/photos/alesiakaye/sets/>

## **Jewel of the Isle - Nantucket, MA - Various Print Advertising Needs 2004-current**

Jewel of the Isle is a long time client of mine for various quickly needed print ad design campaigns. I continue to have a good working relationship with owners Kelli & Gary Trainor. Have worked with them on many projects over the years and the ads have been featured in everything from local Nantucket newspapers to regional high-glossy magazines such as "Cape Cod Life". Ads have been in various sizes from 1/4 page to full page. Services have also included other marketing materials such as postcards and flyers as well.

## **Dune Resorts - East Hampton, NY - Advertising/Marketing Materials Creation 2008**

Created various print ads and marketing materials featuring not only my original designs but photography as well. Ads included back-cover design for "To The Point" - a well known Hampton's regional tourism magazine as well as cover design for a Newsweek insert flyer for the Hampton's. Other products included a banner to hang across the street to entice oncoming traffic during a major event in East Hampton, NY and advertisements for individual properties managed by Dune Resorts - such as East Hampton House in East Hampton, NY. Relationship ended with Dune Resorts when family relocated from the Hampton's region.

## **Nantucket Arts Council, Board of Directors - Nantucket, MA 2004-2008**

Served on the Board of Directors for NAC until the time my family moved away from the Island. While on the board I was a member of the "Music Committee" and created most advertising/marketing needs for this committee. Would also create marketing materials for the group as a whole and for other committees at their request as needed. While on the board was directly involved with booking individual artist performers such as Patty Larkin and Luka Bloom. I also worked closely with other committees to establish an annual Shakespeare Festival, known as "Shakespeare by the Sea". Continued to provide services to this organization for a few years after we left the Island at a non-profit discount rate. Over the years products created included: Posters, Advertisements, Playbills, Presentations, Event Photography as well as Web Design. As the Music Committee member securing artists for events I also negotiated

artist fees & rider contracts with booking agents, secured venues & negotiated rates for said venues, planned & coordinated event with local vendors - essentially provided all event management needs including the creation of any and all marketing needs for the event. I am extremely proud of the work I did as a member of this organization.

### **Theatre Workshop of Nantucket - Nantucket, MA - Various Print & Online Products 2004 - 2008**

During the time that TWN was a client of mine I collaborated with then President, Pam Murphy, on all advertising and marketing campaigns and created all marketing materials. This would include for each and every show produced by the theatre group: Display Posters, Newspaper/Magazine Ads, Playbills (and ads for purchased ad space in the playbills), Online Advertisements, etc. During this time I also created a new website for them (no longer the current version as they must change frequently) which included fulfilling online donation needs and supporter paperwork distribution. Ms. Murphy and I also planned the much successful "50th Anniversary" campaign which included creating invitations and high-profile advertising needs as well as recreating their logo by updating it to a new one that incorporated the well known old logo. New local graphic design services were required after my family relocated from Nantucket and Ms. Murphy stepped down as President.

### **Two Centre Street Preservation Project - Nantucket 2004-2006**

TCSP is a non-profit organization on Nantucket Island dedicated to preserving the historic Methodist Church on the corner of Main & Centre Streets in downtown Nantucket. I served on the Board of Directors while a resident of Nantucket and provided all marketing materials during that time as well as a short extension of time after relocating away from Nantucket. These materials included: postcards, bookmarks (both featuring my photography of the building as well as my designs), stationary / letterhead, advertising needs for fundraising events as well as posters and other necessary materials for those events. Examples of the type of events these materials were needed for included fundraising concerts by Livingston Taylor, educational presentation by architect Jeff Baker as well as annual direct mail fundraising campaign materials creation. I also assisted with layout & design of Grant Request and other funding request materials. Worked closely with all Board Members including Rev. Nancy Nelson of the United Methodist Church.

### **Other Experience in this field:**

- 2000 - Employed by the United States Senate to redesign US Senator Patrick Leahy's website. Not only was the website redesign successful but at Sen. Leahy's request was able to create the first Senate website that conformed to the (then) new Section 508 of the Rehabilitation Act which prohibited any government website from not being accessible to those with special needs (such as a citizen who was blind or deaf).
- 1998-1999 - Operated a website titled "Remembrance" which featured memorials to recently deceased high-profile individuals worldwide. Memorials included Mother Teresa, Princess Diana, John Denver, Gene Autry to name a few. Condolences were collected, printed & bound and delivered to the families of these individuals. Other notable occurrences from this endeavor included interviews with high profile news organizations and features on other national televised programs and news coverage of these individuals passing, as well as earning a "Best of the Web" publication twice from a country music magazine.

## Skills

▶ **Proficient in the Following Software:**

- Photoshop
- Dreamweaver
- InDesign
- PowerPoint
- MS Word
- MS Outlook
- Various FTP programs (Filezilla & WS\_FTP as examples)

▶ **Limited Experience in Following Software** (but gaining more)

- Fireworks
- Illustrator
- Flash

▶ Currently Serve clients primarily from my **Home Office** with **Adobe Design Premium CS4** software package as well as other various software as needed. Equipment used includes:

- Dell XPS Studio Computer
- Wacom Pen Tablet
- Epson Photo Perfection Scanner
- Cannon Pixma Printer
- Nikon Digital Camera