

PATRICIA E GALLOWAY

Santa Clarita, CA

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Graphic Designer | Content Manager | Web Administrator

EXPERIENCE

Graphic Designer Signal Multimedia

Santa Clarita, CA – October 2013-present

- Design and produce final page layouts for daily news and weekly magazine
- Design advertisements for print and web customers
- Update news website with articles, ads and post to social media
- Edit from many content sources
- Compose daily email blasts and track subscriber response
- Process images for both web and print platforms
- Collaborate closely with editorial team on tight deadlines

Lead Graphic Artist City Publishing Company

Chatsworth, CA – March 2004-April 2017

- Produce layouts and design original ads for publisher of series of glossy monthly advertising magazines
- Collaborate with sales and production teams on tight deadlines
- Upload clean digital files to offset printer for issues going to 120,000 LA area homes in eight regions

Office Manager and Production Artist Dog Ear Design

La Cañada, CA – July 2001-August 2003

- Managed studio, assisted projects for graphic design/advertising partners
- Responsible for phones, invoicing, purchasing, accounting, ADP Payroll, employee benefits, shipping and archiving digital files
- Assisted in production of catalogs, newsletters, ads and logos for print

Operations Manager MTV Networks, a Viacom Company

Santa Monica, CA – February 1995-January 1999

- Procured post production services for VH1/MTV/Nickelodeon original cable network programming, on-air promotions, and sales and marketing products
- Scheduled services requested by in-house and freelance producers
- Scouted facilities, negotiated rates, authorized equipment and personnel
- Managed editing, audio mixing, color correction, duplication and graphics
- Supervised two coordinators

SKILLS

- Adobe CC: InDesign, Photoshop, Acrobat Pro
- WordPress CMS, MailChimp email campaigns
- MS Word, Excel, Outlook, PowerPoint, Publisher
- Doubleclick for Publishing, Trello
- Typing 65 wpm, Data Entry, Proofreading, Accounting
- Mac, Windows, Twitter, Facebook, Instagram, LinkedIn

EDUCATION

The University of Texas at Austin

Bachelor of Science, High Honors

College of Communication, Radio-Television-Film, TV Production Sequence

Platt College - Los Angeles - Graphic Design

Courses in Typography, Color Theory, Methods/Tools/Technology