

# t Tressa Campbell

## PROFILE

### Address

136 41st St, Unit 203  
Union City, NJ 07087

### Phone

917.533.8917

### Email


tressalee@gmail.com


### Website

tressacampbell.com








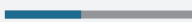
## SOCIAL

 [linkedin.com/in/tressacampbell](https://www.linkedin.com/in/tressacampbell)

 [tressalc.tumblr.com/](https://tressalc.tumblr.com/)

 [behance.net/TressaCampbell](https://www.behance.net/TressaCampbell)

## SKILLS

InDesign CC	
Photoshop CC	
Illustrator CC	
Acrobat Pro	
Microsoft Word	
Microsoft Excel	
PowerPoint	
Wordpress	

## EDUCATION

2011-2012	<b>Parsons School of Design</b> Graphic & Digital Design certificate
1994-1998	<b>Penn State University</b> B.A., English

## EXPERIENCE

<b>Loews Corporation</b> <i>Graphic Designer</i>	2013-2016
<ul style="list-style-type: none"><li>• Develop on-brand design solutions that visually express the tone of Loews Corporation and Loews Hotels &amp; Resorts.</li><li>• Lead designer on projects, including logos, posters, postcards, fliers, brochures, web banner ads, social media graphics, invitations, sales/marketing materials and event/meeting collateral, business cards and t-shirts</li><li>• Resize print advertising and design hotel in-room materials using the brand style guide</li><li>• Manage the entire lifespan of a project from concept development and design through production</li><li>• Juggle multiple projects, both long and short term, often delivering ahead of schedule</li><li>• Created environmental graphics for the employee area at Loews Regency New York that after review will be installed in all 23 hotels</li><li>• Research print vendor capabilities, develop print specifications and gather multiple print estimates for nonstandard projects</li><li>• Collaborate with corporate marketing and operations on company-wide design initiatives</li></ul>	

<b>Freelance Designer</b> <i>Graphic Designer</i>	2012-2013
<ul style="list-style-type: none"><li>• Specializing in logos, identity/branding systems, packaging, editorial, advertising, brochures, marketing collateral and invitations</li><li>• Previous clients have been small businesses and/or in the event and wine industries</li></ul>	

## PREVIOUS EXPERIENCE

<b>Indian Country Today Media Network</b> <i>Production Director</i>	2011-2013
<ul style="list-style-type: none"><li>• Oversaw print &amp; website advertising activity and production schedule for weekly magazine targeted to Native Americans</li><li>• Supervised Production Manager and Production Coordinator</li></ul>	
<b>Martha Stewart Living Omnimedia</b> <i>Associate Production Director</i>	2008-2011
<ul style="list-style-type: none"><li>• Responsible for issue layout and production schedule of <i>Everyday Food</i> and <i>Martha Stewart Weddings</i></li><li>• Collaborated with publishers and editors to ensure aesthetically pleasing layouts each issue</li><li>• Researched printing methods and paper options for magazine-created ad inserts</li></ul>	
<b>Time Inc.</b> <i>Assistant Production Manager, Entertainment Weekly</i>	2000-2008 2005-2008
<ul style="list-style-type: none"><li>• Oversaw the execution of the printing, binding and distribution of the issues across three commercial print plants on a weekly basis</li><li>• Managed the production of magazine-created ad inserts from inception to print</li></ul>	
<i>Assistant Makeup Manger, Real Simple</i>	2004-2005
<i>Assistant Makeup Manager, Money</i>	2001-2004
<i>Ad Production Coordinator, Money</i>	2000-2001
<b>Hearst Magazines</b> <i>Production Coordinator, Cosmopolitan</i>	1998-2000