

# Cindy Elaine Curtis

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## EDUCATION

**THE UNIVERSITY OF ILLINOIS**  
at Urbana-Champaign / 2008  
BS in Advertising  
BFA in Graphic Design

## PROFESSIONAL MEMBERSHIPS

American Advertising Federation  
American Institute of Graphic Arts

## SKILLS

Adobe Illustrator  
Adobe InDesign  
Adobe Photoshop  
Adobe Flash  
HTML / CSS  
VizMo Software  
Microsoft Office

## VOLUNTEER WORK

Caritas of Austin Soup Kitchen  
Habitat for Humanity  
Restoration Urban Ministries  
American Cancer Society Relay for Life

## WORK EXPERIENCE

**PRIORITY ASSOCIATES** / Freelance Designer  
Austin, Texas / August 2009 to October 2009  
Designed invitation and series of postcards for 12th Annual Fundraising Dinner.

**VISUAL INFORMATION TECHNOLOGIES** / Director of Consumer Products  
Champaign, Illinois / May 2008 to July 2009  
Oversaw the development and pre-launch promotion of VizMo, a unique software system that allows users to create multimedia web content with drag and drop simplicity. Created marketing material, including promotional videos, HTML emails, and presentation canvases. Developed logos and GUIs for subsidiary branches of VizMo. Proposed strategies for VizMo in enterprise markets such as education, information, travel and customer engagement. Designed and executed stealth marketing campaigns, harnessing the power of Facebook and other social media.

**SUSTAINABLE HEALTH ENTERPRISES** / Freelance Designer  
Champaign, Illinois / April 2008 to October 2009  
Designed promotional material for SHEnterprises, a New York based organization that provides education and assistance to women in third world countries who lack access to affordable, quality, eco-friendly, sanitary products and services.

**LINCOLNFEST 2009** / Freelance Designer  
Champaign, Illinois / September 2008 to March 2009  
Designed posters, brochures, invitations, and playbill ads for a film festival celebrating the life and legacy of Abraham Lincoln.

**KOLAR ADVERTISING AND MARKETING** / Advertising Studio Intern  
Austin, Texas / Summer 2007  
Worked with a team to create a marketing campaign for Caritas of Austin, a non-profit organization dedicated to providing a service continuum for those experiencing poverty. Our challenge was to increase fundraising and volunteerism among young professionals in the greater Austin area. This project included market research, brand building, strategic marketing, event planning and creating a web presence. Other projects included working with creative and production teams to develop integrated marketing campaigns for Dell, Subway, Amarillo Bank, and Cargill; and preparing pitches to prospective clients.

**COLLEGE OF COMMUNICATIONS** / Teaching Assistant  
The University of Illinois at Urbana-Champaign / August 2007 to March 2008  
Provided creative and technical advice for advertising students interested in art direction or copywriting. Held lab hours and conducted Photoshop and InDesign tutorials for a class of twenty students.

## HONORS

**NATIONAL STUDENT ADVERTISING COMPETITION** / Creative Team  
The University of Illinois at Urbana-Champaign / Spring 2007  
Created an award-winning campaign for Coca-Cola Classic, including print ads, radio spots, and a movie trailer. The challenge was to define the "Coke Side of Life" to stimulate sales among multicultural youth. Tied for first place in the midwest region.

**POSTER CONTEST : "THE VIVALDI PROJECT"** / Design Student  
The University of Illinois at Urbana-Champaign / Spring 2007  
Won first place in a poster contest sponsored by Krannert Center for the Performing Arts. The challenge was to promote classical music to college students.