

QUALIFICATIONS

- Work well independently with little or no supervision and also as a productive member of a team.
- Professional, published writer.
- Knowledge of creative computer programs including all Adobe Creative Suite and Dreamweaver.
- Knowledge of Quark Express and Adobe InDesign layout programs.
- Proficient on Microsoft Word, Excel, Powerpoint, Outlook and all internet browsers.
- Deadline-oriented personality.
- Able to take a project through to print, with experience working with printers and brokers.
- Visit my online portfolio at www.dawndais.com

RELEVANT EXPERIENCE

Owner

Dawn Dais Designs - (2002-Present)

- Founded independent business, responsible for all aspects of marketing, production and distribution.
- Freelance clients include: The Sacramento Rotary Club, American Pacific Mortgage, Probe Information Services, AimPoint Consulting, Hooks & Taylor Entertainment, UC Berkeley, Capital Weekly Newspaper, Sacramento Theatre Project, CalChamber, the Sacramento Knights as well as several political associations and candidates.

Marketing Manager

California Apartment Association - (2007- 2009)

- Responsible for all marketing materials produced for this statewide organization.
- Write copy, design and handle the printing for the organization's newsletter, which is distributed to all 18,000 association members bi-monthly.
- Implemented various marketing campaigns targeting both current and prospective members.
- Work closely with staff from independently run offices throughout California to produce materials which meet their needs.

Writer

Self-Employed

- The NonRunner's Marathon Training Guide, Seal Press 2007
- The NonCyclist's Guide to the Century and Other Road Races, Seal Press 2009

Art Director

Capitol Campaigns - (2003-Present)

- Write copy for and create extensive direct mail campaigns, using various data to target market to specific voters and community members.
- Conceptualize, layout and design mail pieces for political candidates and associations.
- Create logos for candidates and public organizations.
- Work closely with co-workers to develop event invites and signage.

Graphic Designer

California Healthcare Association - (2003-Present)

- Design event invitations as well as promotional and corporate materials.
- Bring projects in on time and on budget.
- Design materials for organizations under the CHA umbrella including: CHPAC, CSHA, CAHHS Volunteers, HCNCC, CCCC, Coalition for Culture Change and CHA Education.