

Cheryl-Ann Hills

www.cherylannahillsartist.com
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Objective:

Seeking an opportunity that has the potential to challenge and make use of my creative and intellectual abilities. I am a visual artist. I am working on my fine arts career and seeking moderate part time graphic design opportunities that I can complete from home. I have more than 15yrs experience in the promo products industry in a variety of roles.

Technical Skills

- Adobe CS4 Suite: Illustrator, Photoshop & Indesign
- Microsoft Software: Power Point, Publisher, Access, Word, Excel, Wordperfect
- Corel Draw, Photo paint & other related software
- Use of DSLR cameras and photographic processes
- 17+ years of Graphic Design experience
- Solid understanding of various print processes and graphic applications: silkscreen, sublimation, digital print, 4 colour printing; web and social media
- knowledge and experience creating social media campaigns
- ability to edit and build websites using a variety of CMS
- operation of Roland VersaCamm inkjet large format (30-40") printers
- experience using Sage Online and related apps

Personal/Soft Skills:

- Highly Organized
- Self-motivated
- Dependable
- Critical thinker
- Creative thinker
- fussy about detail; detail-oriented
- champion of clean, simple, organic design
- Good written communication skills
- Ability to prioritize tasks effectively
- Create and implement marketing ideas
- Able to manage large tasks independently and complete on time
- A patient and encouraging teacher and mentor for colleagues

Workplace Experience

Fine Artist and Art Instructor - July 2018 - present Cheryl-Ann Hills Artist Studio, Hamilton ON

- Accomplished visual artist; creating landscapes, florals, wildlife and abstract works. My focus includes in-depth macro examinations of nature.
- proficient in oil paint, watercolour and coloured pencil, ink, as well as digital photography and basic film-making
- self promotion & marketing activities including but not limited to website and social media, gallery exhibitions, festivals and art markets. Creating marketing plans, workflow plans, budget creation & tracking and other small business responsibilities.
- maintaining and seeking out opportunities from artwork sales, art instruction, freelance design, grants, artist fees, etc

Graphic Design/Sales - (Nov 2015 – Sept 2018) Breakaway Distributing, Hamilton ON

Technical:

- Corel Draw graphic design creation of new artwork and vectorization of customer supplied jpegs and hardcopy drawing for use with spot colour silkscreen process
- Suggest design solutions to clients to fit parameters of their needs and inhouse printing capabilities
- operate and maintain Roland Versacamm printer
- update Magento website products, sliders, and special pages as required
- operation of heat press, Roland cutter and plotter machines as required
- Provide mock-ups to clients for approval & revision

Personal:

- Provide quotes and design information to clients
- Do product searches for senior sales team
- Organize and maintain showroom and some product inventory
- Create flyers, brochures, order sheets and other marketing materials as required by senior sales team
- Greet customers and provide product and service information, pricing and sales; fill out work orders; followup with proofs etc
- Contact customers for pickup of completed orders
- place orders with vendors for customer orders
- perform shipping and receiving duties as required

Graphic Design/Sales - (Apr 2015 – Nov 2015) Tiangelo Promotions, Hamilton ON

Technical:

- Illustrator graphic design creation of new artwork and vectorization of customer supplied jpegs and hardcopy drawing for use with spot colour silkscreen process
- Suggest design solutions to clients to fit parameters of their needs and inhouse printing capabilities
- operate and maintain Roland Versacamm printer
- operation of heat press, application of heat transfers, names, numbers etc onto garments
- Provide mock-ups to clients for approval & revision
- folding and counting of garments as required

Personal:

- Organize and maintain showroom and some product inventory
- Greet customers and provide product and service information, pricing and sales; fill out work orders; followup with proofs etc
- Contact customers for pickup of completed orders

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Business Owner - (April 2011 – Dec 2014) **CAH Productions, Hamilton ON**

Technical:

- Use of Graphic Design programs to create designs for clients
- Suggest design solutions to clients using knowledge of marketing, business practices and printing processes
- Maintain income and expenses records
- Oversee and organise printing requirements for clients
- Liase with web site hosting providers as required
- Provide mock-ups to clients for approval

Personal:

- Provide quotes and design information to clients
- Follow-up with clients to maintain business relationships
- Seek out new customers and business opportunities through the use of networking and cold-calling techniques
- Act as a liason between clients who can benefit from sharing their knowledge and experience
- Research clients and their business by doing site visits and by taking active interest in their on-going needs

Account Representative - (Sept 2005 – July 2011) **AZX Sport, Burlington, ON**

Technical:

- Daily use of Profitmaker software to process, maintain and update customer orders as required
- Suggest product solutions to clients using knowledge of production capabilities, materials and printing processes
- Alert purchasing to material shortages
- Advise & assist production with quality control of products
- Create production-ready artwork as required
- Send artwork proofs and receive approvals for production

Business:

- Provide quotes and product information to clients
- Work with production to ensure deadlines are met
- Create & maintain solid working partnerships w/customers
- Seek out new customers and business opportunities
- Creatively & effectively provide solutions to customer needs
- Research clients & take active interest in their on-going needs
- Follow-up on outstanding quotes and current in-house jobs

Customer Service Representative/Graphic Artist - (Oct. 2001 – Sept 2005)

Advertch Group Ltd., Hamilton, ON

Technical:

- Create & suggest several artwork layouts for customer approval based on requirements & parameters of job
- Create high quality camera-ready artwork
- Compose & edit in-house and customer forms
- Produce marketing flyers for letter & email promos
- Build, edit and maintain company web site for the company's 20th anniversary promotion

Business:

- Effectively support & maintain customer confidence
- Consistently meet and exceed customer deadlines
- Recognize & recall individual customer preferences when communicating with each customer
- Organize and implement plans for the 2004 Trade Show
- Suggest, organize and execute marketing strategies

Formal Education:

BizSmartz Entrepreneurship Program
Completed June 2012

Loyalist College – online Graphic Design & Webmaster Certificates;

Courses Completed: Illustrator CS4, Photoshop CS4, InDesign CS4, Basic HTML, Advanced HTML, CSS & Java

Georgian College, Owen Sound

Graphic Design Program - incomplete

OSSGD – Grade 12 diploma

Achievements, Associations and Certificates:

First Burlington Toastmasters - Sept 2011 - Dec 2013

Achieved Competent Communicator Certificate June 2012

Mentor: Guy Tripp

Community Involvement

Hamilton Ontario Plein Air Artists - Facebook Group creator and Event Organizer 2019 - present

- Plan and organize group events for local artists

Ontario Artists Network and Market - Facebook Group creator and networking leader 2019 - present

- Share opportunities for Ontario Artists to help grow their arts practice, encourage discussion and create engagement

Graphic Designer - Welcome Inn Community Centre Hamilton Ontario 2019 - present

- Create graphics for various events and publications as required

Media Co-ordinator - Burlington Bg's Gymnastics club 2009 – 2012

- Responsible for co-ordinating and creating media advertising and promotional presentations

Editor and Publisher for Burlington Gymnastics Club Event Programs and Newsletter 2004 - 2009

- Compilation, organization and editing of information to be included in program
- Layout and copy production, advertisement creation, redrawing of logos