



## Julie Goldsberry

Ukrainian Village

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juliegoldsberry.com

## I am the Ginger Ninja

Talented, experienced graphic designer and marketer with over 15 years experience creating design solutions for multiple clients including non-profit, culinary, craft beer, comedy, confectionery, restaurants, manufacturing, education, service, marketing, and corporate markets.

## Education

University of St. Thomas St. Paul, MN

Cum Laude, May 2002

BA Journalism-Advertising

Double Minor: Graphic Design & Visual Communication

## Skills

Organized.

Analytic and creative thinker.

Natural multi-tasker.

Strong layout & typography skills.

Social Media

Video

## Technical Skills

### Highly proficient:

Adobe Creative Suite:

Acrobat

Illustrator

Photoshop

InDesign

Dreamweaver

Bridge

Premiere Pro

Microsoft Office:

Word

Excel

Power Point

Keynote

Prezi

Constant Contact

Word Press

UX/UI

PPC

Google Ad Words

Google Analytics

FTP and HTML

Food and event space

Photography

Videography

Editing

Social Media

### Developing

CSS.

Adobe Captivate

## Involvement

Committee member for *Chicago Chapter of SheSays.*

Ambassador for *HOW Design Live.*

Social Media Manager for *RCA Chicagoland.*

## Experience

### Digital Design & Content Producer

September 2018 to Present • Newly Weds Foods • Chicago, IL

Manage and coordinate print & digital design for global food ingredient company Newly Weds Foods.

#### Key Projects:

- Rebrand all visual & written content for social media, including photography, videography and all editing.
- Create first company brand book.
- Create videos for customer projects, proactive innovation projects & social media.
- Webmaster, In process of website overhaul including written & visual content, UX/UI and wordpress.

### Creative Services Design Manager and Lead Designer

September 2017 to 2018 • Thomas P. Gohagan & Company • Chicago, IL

Manage and coordinate the design department for a high end travel company.

#### Key Projects:

- Design and layout brochures for all travel programs.
- Maintain and create company wide branding standards including new program proposal template, explorer patches and company flag.
- Follow and uphold deadlines on the production timeline.
- Manage one designer and two production assistants.

### Director of Marketing & Design

April 2014 to August 2017 • Bravo Restaurant Group • Chicago, IL

Head of the Marketing Department for Bravo Restaurants - owner's of Gino's East, Gino's Brewing Co., Gino's Brew Pub, The Comedy Bar Chicago, Edwardo's Natural Pizza, and Ed Debevic's.

#### Key Projects:

- Create marketing, e-commerce and social media plans and calendars for all brands/companies.
- Develop and rebrand Gino's East website, social media, menus and packaging.
- Web master for all Bravo brands - including UX/UI, content development and online shopping experience
- Create all promotional print pieces including menus, flyers, posters, CTA ads and bus wraps.

### Freelance Graphic Designer

September 2011 - Present • Julie Goldsberry Designs • Chicago, IL

From menus to word press sites, creative & graphically help businesses communicate their brand.

#### Key Projects:

- Branding for Grand Opening materials for the new National Achievement center for GiGi's Playhouse.
- Logo & identity system for GiGi's 'I have a Voice' Gala.
- Logo and branding for the Sweet Box.
- Creation of original artwork and sell sheets for Bark and Wag.

### Independent Contractor - Graphic Designer

November 2013 - April 2014 • McDonald's Corporate • Oak Brook, IL

Brought into the corporate offices of McDonald's to assist with inter-company design work. Assisted staff designers and art directors with inter-company design work.

#### Key Projects:

- Point person for the first walk-up touch screen digital signs for the worldwide conference in Orlando, FL
- Design and layout for CTA bus wrap for the McDonald's All American Game at the United Center.
- Layout and flow of Facilitator and Participant Guides for McDonald's Diversity and Inclusion groups.

### Senior Graphic Designer

July 2012 - August 2013 • Bee-line Communications • Libertyville, IL

Worked with such clients as W.R. Cobb, Accelitech, Rustoleum, and Michigan Avenue Radiation Center. Created social media banners, front end web development, user interface design for sales apps.

#### Key Projects:

- Design of all print material and in-store POS displays for NeverWet® by Rustoleum.
- Logo and web design for Jewels of Newport.
- The voice of Bee on Facebook & Twitter.

### Marketing & Design Ninja

March 2005 - July 2012 • Vienna Beef Sausage Company • Chicago, IL

First ever in-house graphic designer for Vienna Beef. Responsible for creating all design including: customer posters, banners, menus, cart graphics, fliers and packaging. Co-creator of the e-commerce site.

#### Key Projects:

- Create, maintain and improve e-commerce site.
- Re-illustrated old Vienna Beef billboards to bring about the retro Vienna Beef t-shirts.
- Ran e-blast schedules - increasing online sales by over 100%.
- Created and implemented all of Vienna Beef promo pieces for hot dog stands.
- Created first brand book.
- Voice of Vienna on Twitter, increasing the number of followers by 200%.
- Carried a 40-foot hot dog on stage at the Chicago Theater during Conan O'Brien. Seriously.