



Julie Goldsberry

Ukrainian Village

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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

Canva

Keynote

Prezi

Mail Chimp

Constant Contact

Word Press

UX/UI

PPC

Google Ad Words

Google Analytics

FTP and HTML

Food and event space

Photography

Videography

Video Editing

Social Media

Developing

CSS.

Adobe Captivate

Involvement

Committee member for *Chicago Chapter of SheSays*.

Ambassador for *HOW Design Live*.

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 September 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.
- Over see website & email campaigns for new and upcoming cruises.
- 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, custom emails & 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, custom emails, front end web development, user interface design for 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.
- Create email campaigns for e-commerce site and company news letter.
- 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*.