

R E S U M E Christine Peacock

STRATEGIST • DESIGNER • WRITER

Summary

EXPERIENCE & OBJECTIVE

An Experienced Tech-savvy Creative Strategist, Integrated Marketing Communications Pro, Creative/Art Director, Designer & Writer with multidisciplinary expertise ... over 30 years hands-on experience with “concept through completion” development of 1000’s of successful marketing tools from comprehensive multiple media creative solutions to advertising items a-la-carte ... educated in Graphic Design, Ad/PR Communication, Marketing and Psychology ... wants to provide creative services for print, web and multimedia purposes, in a free-lance, or employment capacity.

My objective as a Creative Executive is involvement in projects using my diverse skill sets as a director/designer/writer for print, web & multimedia, in an environment conducive to challenge, continued education, and an opportunity to raise the bar of my expertise. Call or email me to discuss your project or offer.

Profile

PROFESSIONAL BACKGROUND & ABILITIES

Innovative Senior Marketing/Creative Director with acumen in the Real Estate & development, construction, medical, hospitality, computer & hi-tech industries, in areas of brand image development, business & niche market development, as well as product marketing,

- Ad/PR & Marketing Communications • Campaigns ~ Events ~ TradeShows • Multiple Media Themed Environments
- Websites (Online Brochures & Presentations to Enterprise Portals :: Domain Host & Web Services Provider)

Accomplished Multiple Media/Multimedia Designer for creative or technical purposes:

- Architectural (commercial & residential) • Graphic (print & web) • Environmental (hardscapes, streetscapes & signage)
- Interior (palatial estates & holiday homes :: medical facilities & assisted living facilities)
- Multimedia (TV commercials :: Powerpoint) • GUI (websites :: portals :: presentations :: distance learning)

Published Writer/Editor for creative, promotional or technical projects with Advertising Agency and interactive “Writing for the Web” experience, including:

- Advertising Collateral • Brochures • Catalogs • Magazines • Manuals & Handbooks • Marketing Tools • Newsletters
- Presentations • Retail Display • Websites (and other interactive or nonlinear communications media) • and much more

Effective Project Manager able to strategize, organize, and deliver on time, within budget:

- Establish/direct strategic long-term project goals, policies and procedures while avoiding “scope creep”.
- Determine technical needs and acquire hardware/software /supplies and personnel to accomplish business objectives.
- Devise project standards, design templates and business protocols that enhance collaborative efforts, expedite deadlines, insure quality, and exceed client and/or management expectations.
- Provide well organized weekly/monthly/quarterly and year-end reports, coordinate sales/marketing, supervise staff members and vendors and properly document procedure to provide superior customer service and quality deliverables.

Cross-platform Computer Operator (since 1983) with expertise in Windows, skill in MAC, and familiarity with Unix/Sun Operating Systems for business, design, and web purposes:

- Mastery of many Adobe, Macromedia, and MS suites of software with certified expertise in PhotoShop, Internet Marketing, Search Engine Optimization (Organic & PPC SEO), and Project Management for the Internet.
- Experienced in Internet Solutions for websites, communication, work group collaboration, research, and FTP.
- Member: International WebMasters Association • See Information Technology proficiencies list on page 2.

Marketing Director/Account Executive/Public Relations Professional skilled in client development and customer service for various products, services and industries to include:

- Real Estate :: Construction & Land Development Marketing • (former) Real Estate Sales Consultant • Design Consultant / Themed Environments, Hardscapes & Signage • Hi-Tech Innovations, Computers, & Internet Solutions • Printing Broker



Contact Me

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E-MAIL

< imagery@imagemagic.ws >

View Samples

ONLINE PORTFOLIOS

< www.imagemagic.ws/PORTFOLIOS >

Employment Overview

Director of Sales & Marketing / Creative Director

WRP ENTERPRISES, INC. :: RITEWAY BUILDING SERVICES, INC.

Winter Park, FL 2005-Current ... William Phillips, PhD ... wphillips@wrp-enterprises.com

- Exceeded expectations for areas of responsibility that included Market/Product/Brand Development, Ad/PR Com, Strategic Partner Recruitment/Management, and Website Development. The website, www.ritewayservices.net, ranks within the TOP 10, TOP 5 several times and also maintains first place rankings for several pertinent keywords and phrases. It's "mobile desk" functionality (information resource, contact arena, service requests & status updates) serves both Facility Managers and clients. An online store is in development.

- Brand/Product Development for WRP's newest business venture offering Modular Clinics, Major Medical Equipment, and IEQ-IAQ Engineering. The company website, www.wrp-enterprises.com, ranks within the TOP 10 with several placements in TOP 5 ranking and also maintains first place rankings for several pertinent keywords and phrases and is gaining international attention. [<More Info>](#)

Director of Web Services

INNHANSE INTERNATIONAL, INC.

Orlando, FL 1999-2001 ... Barry Sowder, V.P. Web Services ... barry@pipeline.com

- Promoted at my 90 day performance review from Web Designer to Director of Web Services, and made Project Manager for the QuickSilver database-driven hotel portal, our patented core product, as well as Customer Service Liaison to our largest client, Hyatt International.
- Provided hands-on Project Management of 4 major market Hyatt branded hotel portals, the Caribe Royale, and Disney's Villas of Grand Cypress hotel portals, evolving the product from a value-added amenity to a viable eCom marketing tool that cut costs while creating new revenue streams. I also assisted in managing our web editing team in India whose efforts populated the portals database. [<Project Profile>](#)
- Developed several new websites from concept to completion including an award-winning website for the Radisson Resort. [<Project Profile>](#)
- Implemented Web Maintenance/SEO services resulting in web traffic that quadrupled for the Caribe Royal & Lake Buena Vista Suites hotel websites within the first 2 months with steady growth thereafter.

*Noted Projects: Created the Event Portal for the 2000 Hyatt Intl. GM Conference featuring the QuickSilver Portal/SunSystems Internet Appliance with "Smart Card" technology, which was an overwhelming success. [<Project Profile>](#)

Architectoral & Interior Design Consultant

PHILLIPS & LINDERS INTERNATIONAL, INC. :: PHILDERS GROUP INTERNATIONAL, INC.

Winter Park, FL 1984-1999 ... Marlene Linders, CEO ... mlinders@phildersgroup.net

- Design CONSULTANT for Architectural, Interior & Landscape design, & residential/commercial construction.
- Prepared PRESENTATIONS, color/spec boards, illustrations, and working drawings for perspective views of building facades, interior rooms vignettes, task areas, reception areas, effects lighting, custom 3-D trompe l'oeil faux finish, carved glass, as well as designed and produced working drawings for custom "built-in" furniture.

*Noted Projects: MooseHaven Assisted Living Facility architectural design concept and interior innovations & the design/development/hosting of the new Philders Group website.

Environmental Designer

ENVIROGRAPHICS

Orlando, FL 1989-1991 ... John Kaiser, President ... jvk@designage.net ... 407.884.6600

- Created themed architectural/environmental designs for residential and commercial entities, primarily Theme Parks & Real Estate Developers, including: hardscapes, vehicular and pedestrian way-finding systems, and custom signage which exceeded client expectations.

Implemented Corporate Identity Development (Logo, Letterhead, Business Card, Brochure, and collateral pieces) at Envirographics for a complete "themed graphics/themed environment" product/services offering, which was well-received by our clientele and a new revenue stream for the company.

*Commendations: Project Manager/designer for the Orlando Library's "Orlando Remembered" display.

*Noted Projects: Comprehensive Hardscape/Landscape Entry's and Community themes (ex: Heathrow entry's and streetscapes)

Advertising Agency Creative Director

JUNE WHITWORTH & ASSOCIATES, INC.

Dallas, TX 1982-1984 ... June Whitworth, President

Serving the emerging microcomputer industry, we launched many now familiar entities into the market such as MicroSoft and Commodore, and provided full-service advertising services, including package design, trade show booths and event management. JWA was a leader in innovative and effective corporate identity development, and insightful marketing tools. Business protocol was to spend 6 months as an "in-house" agency then train our clients staff to perform many marketing and PR tasks.

PRODUCTION AND PROGRAMMING ASSOCIATES (PAPA)

Dallas, TX 1983 ... Bruce Collier, President

In addition to typical national Ad Agency Creative Director duties, working with this full-service print/ audio/video production group included voice-over talent for radio spots and directing TV commercials.

Skills

CREATIVE STRATEGY & SOLUTIONS

• Integrated Marketing Communications Pro • Advertising | Marketing | PR | Promotion Marketing/Creative/Art Director | Project Manager Business/Product Development Specialist Writer :: Creative | TechDoc | Promo | Web

MULTIDISCIPLINED DESIGN ~ MULTIMEDIA

• Graphic Design • Graphics | Photography | PhotoShop Pre-Press Production Corporate Identity & Brand Image Development LOGOS :: Business Identity & Brand Image Systems Themed Graphics & Environments in Multiple Media (Print, Web, Multimedia, Fabricated, Constructed) • Internet & Online Solutions • Websites :: "PowerPoint" Presentations :: Portals Graphic User Interface (GUI) | Content Development Web Editor | Web Project Management Domain Host Provider | Maintenance Programs Organic SEO | PPC | SEM WebMistress ~ Member IWA • Architectural & Interior Design • Architectural Consulting & Space Planning Construction Marketing & Model Merchandising Interior & Environmental Themes/Presentations Custom "Built-In" Furniture & Displays • Environmental Design • Community Entryways | Streetscapes & Hardscapes Custom Signage & Wayfinding Systems Kiosks & Displays | Animated LED Displays & Signs

COMPUTER & SOFTWARE SKILLS

• Operating Systems • WinNT :: XPPro :: Vista | MacOSX | Unix • MS Office • Word | Excel | Powerpoint | Outlook • Adobe CS4 • PhotoShop | Illustrator | InDesign PageMaker | Acrobat DreamWeaver | Fireworks | Flash • Other Industry Standard Design Applications • Corel Draw | Quark | EyeCandy | Visio • Search Engine Optimization • Submit Wolf | WebPosition | WordTracker SEO Organic & SEO PPC

Education

MULTI-DISCIPLINED ACADEMIC BACKGROUND

Ad/PR Communications • Graphic Design • Fine Art Marketing • Business Administration • Psychology Technical Documentation • Multimedia

COLLEGE

1975-77 • University of South Florida/Tampa
1977-79 • University of Central Florida/Orlando
1981 • Ringling School of Art/Sarasota
1994-1996 • University of Central Florida/Orlando

GRADUATE WORK

Technical Communications • UCF/Orlando

CERTIFICATIONS

Project Management • Photoshop • Flash Search Engine Optimization • Internet Marketing

Related Experience

ADVERTISING AGENCIES

Kerns & Associates • Art Director /entertainment, travel, hospitality. Primarily "Orlando Entertains" Gouchenour • Graphic Designer /national retail accounts. Primarily "Milk" The Linders Group • Illustrator & Graphic Designer /Primarily destination countries & cities, the City of Orlando, and the Convention Center /international hospitality, tourism. Real Estate accounts. The Marketing Package Store • Art Director /local small business and national corporate accounts. Arvo & Associates • Art Director /local small business & national franchises. primarily "Jiffy Lube" Market Design Group • Art Director /international hospitality & tourism, Florida's major Real Estate developers, restaurants, and entertainment venues. Benedict Advertising • Art Director /Nascar, Destination Daytona Beach, Subway, & Local Business.

BROADCASTING

WFAA CH. 8 (Belo Broadcasting) • Graphic Designer and Photo Assistant (Paramount Studios) /developed an on-air computer weather show (pioneer venture/commendations). Styvesant Corporation • Art Director /primarily broadcasting, electronics, stereo & video retail. Channel 6 • Freelance Illustrator Channel 9 • Freelance Graphic Designer & Illustrator

CONSTRUCTION MARKETING COMMUNICATIONS

Winter Park Construction • Real Estate/Construction Development MarCom Director VMC Management • Real Estate Developer MarCom Provider Craftsman Homes • Real Estate Sales Consultant :: Interior Design Consultant CentraState Homes • Real Estate Sales Consultant :: Marketing and Retail Advertising Manager Continental Homes • Ad Agency to Real Estate Developer/Builder

DESIGNER: ARCHITECTURAL | ENVIRONMENTAL | GRAPHIC | INTERIOR | INDUSTRIAL

Walt Disney Imagineering • Design Consultant /The Animal Kingdom Philders Group Intl Inc. (Formerly Concepts 3, then Phillips & Linders) • Architectural and Interior Design Consultant-Designer /primarily Real Estate Developers, MFD Builders, Residential Builders, Medical Facilities, Palatial Estates & Holiday Homes. 1981-1999 Martin Marietta • Illustration and Technical Documentation for TADS/PNVs project. Page Air Services • Interior Designer /primarily jet aircraft/ King Heussens private jet

INTERNET SOLUTIONS

Image Magic Internet • Owner, Creative Director/ various clientele, primarily Real Estate development, construction, hi-tech and the hospitality industry. InnHanse International Inc. • Director of Web Services & Creative Director/ technology solutions for local, national, and international hospitality clients. ACR Computers • Marketing Director, Designer, Associate /primarily local small business Artzilla Multimedia • GUI | Pro-sites • GUI

PUBLICATIONS

InterCOM (UCF School of Communication Alumni Newsletter-UCF) • Creative Director/1994-2001 ArtsLINK • Art Director • Newsletter of the ArtsMALL. The Fort Worth Star Telegram • Retail Display The Dallas Morning News (Belo Broadcasting) • Retail Display (received commendations/award) The Orlando Sentinel • Retail Display The Orlando Sentinel • Graphic Designer /Marketing Appaloosa World & Quarter Horse World Magazines • Art Director WaterSkiing and WindRider Magazines • Illustration and Graphic Design

VARIOUS INDUSTRIES

Image Magic Partial Client List • www.imagemagic.ws/CLIENTS_Image-Magic-Client-List.htm