



*Debra D. Barry*

508-415-0590

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## SKILL SUMMARY

My background in graphic design and marketing communications provides a well-rounded approach to produce deliverables, from concept development through execution and analytical follow-up. I have exceptional typography and design abilities, and am highly organized to work on multiple projects with competing priorities.

## EXPERIENCE

### **7/2014 to Present – Marketing Communications Specialist, Lenze Americas**

- Compose promotions to increase knowledge of Lenze products, what they do, their work-flow and the industries they are best suited for.
- Compile annual email marketing calendar supporting on-going customer communications. Report contact results improving database accuracy. Track click-rate to gain knowledge for future tailored messaging.
- Initiated weekly department meetings to stimulate creative discussion in fulfilling marketing projects and deadlines.
- Enhanced internal company awareness, encouraging involvement of office and department-specific news and events, as well as Lenze’s community committee event support and participation.

### **2/2012 to Present – Marketing Communications Specialist, Medway Oil & Propane (Freelance)**

- Develop marketing plans to stimulate seasonal sales as well as deliverables to support them, including SEO, website pages/links and banners to coincide.
- Improved customer awareness of multi-fuel availability, adjusting company name, logo and increasing visibility and message with verbal communications.
- Strengthened social media presence, tripling follower count with consistent seasonal posts, including contests and incentives.
- Addressed positive and negative web reviews responding with gratitude and/or to address any issues directly.
- Constructed customer loyalty program with acknowledgment and gesture of gratitude for years of continued patronage.
- Formulated customer survey resulting in valuable feedback; positive responses were used in promotions and testimonials; constructive responses were addressed one-on-one, to facilitate improved customer relationships. The survey also educated customers about products and services they were not aware of.
- Conceived, planned and managed customer appreciation events providing positive customer engagement. A company mascot was developed to create a fun and memorable environment.

## *Graphic Design*

- Trade shows, conferences and sales meetings
- Product and service promotions
- Technical documentation
- Branding
- Image manipulation

## *Print and Digital*

- Brochures, magazines, directories and show guides
- Direct mail
- Newsletters
- Signage
- Banners
- Advertising
- Presentations
- Email promotions
- Operational forms

## *Web*

- Social Media
- Website design and navigation
- SEO / Analytics
- HTML

## *Marketing*

- Content development
- Planning, budgeting and scheduling



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## EXPERIENCE CONTINUED

### 4/09 to 2/12 – Marketing Communications Manager, EnergyUSA Propane

- Provided in depth analysis of expenses to optimize marketing budget. Decreased annual yellow page advertising of over \$30,000 by more than 65%, reallocating funds for increased return. Changed marketing vendors decreasing costs significantly, as well as unnecessary on-hand stock.
- Created new website, navigation and content, saving web development costs of over \$50,000. The new site provided integrated cross marketing of multi-divisional products and services, while supporting individuality for their local customer bases.
- Implemented branding policies and procedures for consistent marketing and messaging throughout divisions.

### 2/03 to 4/09 – Graphic Communications Manager, TAWPI, The Association for Work Process Improvement,

- Worked directly with editor for content to develop layout and design of bi-monthly magazine and supplements. Created all internal advertising and maintained all external ad submissions to meet deadlines.
- Produced branding and related collateral for conferences, committees, and programs producing greater awareness and involvement driving increased sales and member participation.

### 4/01 to 10/02 – Marketing Manager, Worcester Controls

- Reorganized marketing department, producing higher quality marketing materials, ultimately creating a more dependable and creative department.
- Attained higher production levels with improved efficiency of in-house printer. Reduced on-hand literature avoiding waste of outdated materials.
- Implemented standardization for proofing and inventory guidelines improving fulfillment to meet demanding deadlines.

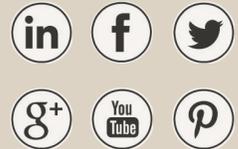
### 5/97 to 2/01 – Graphic Communications Artist, FLM Graphics Corporation

- Designer/Editor of *Impressions*, internal company newsletter.
- Organizer of Wellness Committee, creating programs and strategies to assist employees and their families for improved physical and mental well-being, in addition to stimulating company morale.

## EDUCATION

- AAS, Graphic Design, County College of Morris, Randolph, NJ  
Phi Theta Kappa International Scholastic Society
- Certification in Web Design, Clark University, Framingham MA
- Certification in Computer Graphics, Milo Computer Graphics, Totowa, NJ

## Social Media



## Programs

InDesign  
Illustrator  
Photoshop  
Constant Contact  
Word Press  
Dreamweaver  
Microsoft Office Suite  
Acrobat Professional  
Bright Author

*“I consider you one of the five most important employees of this company”*

Vince Fiorello, COO, FLM Graphics

## Online Portfolio

www.ddbdesign.net