



Debra D. Barry

508-415-0590

ddbdesign@comcast.net

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



Debra D. Barry

508-415-0590

ddbdesign@comcast.net

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