



Debra D. Barry

508-415-0590

ddbdesign@comcast.net

www.ddbdesign.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

2/2012 to Present – Freelance Communications Specialist, DDB Design

Current fulfillment for Medway Oil & Propane:

- Create seasonal marketing plans and fulfill needed deliverables.
- Monitor website analytics in support of seasonal changes to increase traffic.
- Produce energy related social media postings and email news communications.

Previous accomplishments:

- Developed marketing plans to stimulate seasonal product and service sales, as well as the marketing materials to support them.
- Improved customer awareness of multi-fuel availability, adjusting company name, logo and increasing visibility and messaging through all 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 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 engagements, this included the creation of a mascot which facilitated fun and memorable customer experiences.

7/2014 to 6/2018 – Marketing Communications Specialist, Lenze Americas

- Composed promotions to increase knowledge of Lenze products – what they do, their work-flow and the industries they are best suited for.
- Developed on-going email customer communications. Reported resulting analytics to improve database accuracy and gain knowledge for future tailored messaging.
- Implemented Lenze corporate design guidelines into all Lenze Americas communications, delivering a consistent look and message throughout the organization.
- Initiated weekly department meetings to stimulate creative discussion in fulfilling marketing projects and how to best meet deadlines.
- Enhanced internal company communications, encouraging involvement of department specific news and events, as well as committee activities.
- Updated lenze.com localized web pages; news, press releases, events, training, distribution and contact.

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

SEO / Analytics

HTML

Marketing

Content development

Planning, budgeting
and scheduling



Debra D. Barry

508-415-0590

dldbdesign@comcast.net

www.dldbdesign.net

EXPERIENCE CONTINUED

4/2009 to 2/2012 – 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 messaging throughout divisions.

2/2003 to 4/2009 – 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.

4/2001 to 10/2002 – 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.

5/1997 to 2/2001 – 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 & ORGANIZATIONS

- 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
- AIGA, The American Institute of Graphic Arts

Social Media

LinkedIn

Facebook

Twitter

You Tube

Google+

Pinterest

Meetup

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