



p: chicago: 773-318-9339

p2: omaha: 402-915-3225

e: relanaj@yahoo.com

w: www.relanaj.com



Scan here to view
online portfolio!

featured in



Voted one of
"18 Most
Powerful Women
on the Southside"

Voted one of
"Chicago's 50 Most
Wanted Women
of Distinction"

Book design nominated for
"NAACP Image Award"

QUALIFICATIONS PROFILE

Highly creative and multi-skilled Graphic Designer, Experiential Marketer, and Brand Strategist with an extensive background in multimedia, marketing, event planning, and print design. Able to produce high quality designs that are consistent with a company's brand strategy, anticipate and plan departmental workload to assure resources are available to meet the design needs of clients and company; Understands the subtle relationship between branding and visual design; Exceptional collaborative and interpersonal skills and a dynamic team player with well-developed written and verbal communication skills. Passionate about design and capable of creating innovative and consistent design campaigns and events. Training and experience in the following:

Graphic Design & Marketing Proficiency

DESIGN: Advertising Design • Book Layout • Brochure Design • Black & White Photography • CD/DVD Cover Design • Copywriting/Editing • Corporate Branding • Curriculum Development • Exhibit Design • Logo Design • Package Design • Page Layout • Photo Montage • Poster Design • Presentation Design • Promotional Campaign Design • Stationery Design • UX Web Design • Video Presentations • Voice overs • Web-based e-Marketing WYSIWYG Design

MARKETING: Creative Strategies • Corporate Benchmarking, Research & Brand Development • Event Itinerary Development • Event Planning • Marketing Plans • Media Training • Performing Arts: Dance (West African, Brazilian Samba, Ballet, Hip Hop, Burlesque, Jazz, Modern); Fashion Show Production; Runway Instruction and Choreography • Press Releases • Social Media Management

Technical Proficiency

Platforms: Macintosh (Mac OS 9/10) and PC (Windows Vista/XP/2000) operating systems

Applications: Adobe Creative Suite (Photoshop; Adobe Illustrator; InDesign: CS4, CS5, CS6, CSS) • Adobe Acrobat Professional 9, 10 • QuarkXpress 7, 8, 9 • Apple iMovie • Office Suite (Word, Excel, PowerPoint, Publisher, Outlook) • Web-based e-Marketing WYSIWYG Programs (iContact, Constant Contact, MailChimp, Mad Mimi) • Email programs (Gmail, Yahoo, AOL, Outlook) • Social media sites (Facebook, LinkedIn, Twitter, Instagram, Snapchat, Hootsuite) • Web (Webs, WIX, Wordpress)

PROFESSIONAL EXPERIENCE

August 2012-Present | Trinity United Church of Christ

Senior Graphic Artist; Supervisor of Reprographic Services

- Design promotional materials for various ministries and churchwide events
- Responsible for weekly layout of 24-page Sunday bulletin, distributed via print and web
- Create web graphics for church website, phone app, and social media sites
- Create and maintain microsites for various church events and projects
- Supervise Reprographics team, overseeing daily and weekly print production and client billing
- Winner of Trinity UCC's 5-Star Team Workplace Wellness Initiative

October 2006 – Present | Third World Press, Inc.

Director of Multimedia and Production; Brand Strategist

- Typeset company books, including book covers and interior layout
- Develop promotional materials for upcoming titles, various authors, and company events
- Work with editorial department on printing quotes to ensure budget was met: proofing projects for errors and attending press checks
- Manage daily operations of the Graphic Design department in order to ensure a faster and more efficient work flow
- Monitor web and IT consulting team to ensure proper maintenance of company website, including making necessary site updates when needed
- Create products and marketing strategies in order to generate more revenue for company
- Assist marketing team with execution of various marketing strategies
- Streamline the company internship program
- Organize and maintain all completed digital book files
- Design presentation materials and exhibits/displays for tradeshow
- Construct separate website and promotional materials for company CEO
- Oversee incoming freelance print and design jobs acquired by Third World Press
- Work closely with business manager with operations and strategic planning for company

June 2003 - May 2006 | Trinity United Church of Christ/TRUMPET Newsmagazine

Graphic Designer/Illustrator

- Designed promotional materials, training manuals, and informational brochures for church-wide and departmental use
- Worked with production manager to ensure quality control of printed materials
- Developed graphic design solutions to meet needs of ministry partners and outside clients for print and/or web products
- Generated web, press and camera ready files as needed
- Created advertisements for magazines and ad books as needed
- Maintained in-house design files and portfolio
- Retouched, color corrected, manipulated images as needed

June 2002-June 2003 | Trinity United Church of Christ

Administrative Assistant

- Designed PowerPoint presentations, promotional materials, training manuals, and informational brochures for churchwide and departmental use
- Scheduled meeting space for various ministry partners
- Assisted with preparation of staff meetings and special events

June 2001-December 2001 | SalonSENSE Magazine

Assistant Editor/Marketing Executive

- Prepared company marketing proposals
- Edited and wrote body copy for the magazine
- Designed various promotional materials: brochures, newsletters, ads for placement in other print media

SALES & MARKETING EXPERIENCE

Wineshop At Home (2015-present) • **Paycation Travel** (2014-present) • **Pure Romance/Passion Parties** (2014-2016) • **Dove Chocolate Discoveries** (2013-2015) • **Mary Kay** (2002)

EDUCATION & CERTIFICATIONS

Social Media Marketing Certificate

SoMe Academy, Global Campus

Certified Travel Agent

Xstream Travel - VAX Academy, Global Campus

Certified Reiki Practitioner, Level I

Usui Healing Institute, Global Campus

Certified Life Coach

MasterForce Coaching Academy, Chicago, Illinois

Master Business Administration (MBA), Marketing, candidate

University of Phoenix, Global Campus

Associate of Arts and Science, Computer Graphics

International Academy of Design and Technology, Chicago, Illinois

Bachelor of Science, Advertising

University of Illinois at Urbana-Champaign, Champaign, Illinois

ACHIEVEMENTS, ACTIVITIES, & SERVICE

Achievements: Voted "18 Most Powerful Women on the Southside"; Voted "Chicago's 50 Most Wanted Women Of Distinction"; Book design nominated for NAACP Award; Scholastic Press Award for "Best Cartoon;" First recipient of the Joseph W. Evans Art Scholarship (Trinity United Church of Christ); University of Illinois Urbana-Champaign African American Cultural Program "Event of the Year" Award

Activities: American Advertising Federation; American Institute of Graphic Arts

Service: Founder of "X Girlfriends" - a support network for GenX Women; American Heart Association Go Red for Women; Fertility for Colored Girls; A Woman's Fund Rape Crisis Intervention Advocate; Mocha Sisters Organization; Just Between Girlfriends Organization

REFERENCES

Available upon request