




Renee Prentice Fecher

Adobe Certified Associate | Graphic & Web Designer
Social Media Marketer | Copywriter

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Morehead, Kentucky 

Creative Freelance Graphic Designer with over 20 years experience in developing engaging and innovative digital and print designs for clients in a broad range of industries. Highly adept at visual strategy, layout development, branding, print and new media advertising. Aiding clients in achieving business development and business growth goals through forward-thinking graphic designs and strategies.

EDUCATION

December 2013 [3.9 GPA]

Morehead State University, Morehead, Kentucky
Bachelor Graphic Design, Double Minor

June 1993 [3.75 GPA]

Sinclair Community College, Dayton, Ohio
Associate of Applied Sciences in Visual Communications

PROFESSIONAL EXPERIENCE

April 2018 - Present

Office/Communications Manager

Gateway Christian Church

Accomplishments

- Social Media Marketing resulting in a 30% increase of page follows in the first 6 months.
- Conceive, design and implement concepts, guidelines and strategies in various creative projects and oversee them to completion.
- Collaborate with leadership, pastors, groups, etc. to obtain knowledge of their design requirements.
- Brainstorming/creative sessions with staff to generate ideas.
- Write and design unique and well-crafted copy that meet GCC marketing needs.
- Revise content and presentations, provide feedback to the team/groups.
- Train and guide groups to keep consistent with the GCC brand (using the correct logo, colors, fonts, etc.) when marketing events, creating GCC merchandise, fundraisers, etc.
- Monitor results of design/marketing efforts and propose actions for the future.
- Website Design and Management
- Administrative and Database Management.

April 2008 - Present

Freelance Graphic Designer | Social Media Marketing | Creative Director

Prentice Avenue Designs

Accomplishments

- Create innovative design packages to elevate branding, marketing and advertising initiatives.
- Meet with clients to determine marketing and design vision, scopes of work, budgets and deliverable time frames.
- Format photographs, designs and media for use in print and web applications.
- Increase of social media engagement using specialized graphics and audience targeted copy writing.
- Published works in Publishers Weekly and OK! Magazines.
- Provide Graphic design services and book cover design for authors resulting in

a nomination for best book cover design for author Jocie McKade in the romantic suspense category.

- T-shirt and embroidery design increasing brand awareness and advertising for small businesses and non-profit organizations.

August 2014 – July 2017

Senior Graphic Designer

Gateway Printing & Signs

Accomplishments

- Social media marketing increasing page views 67% in first two months.
- Designed new, on-brand visual elements focusing on messaging and brand for local business and city government.
- Designed logos, signage, banners, advertisements, and marketing materials resulting in increase of brand awareness, sales promotion and increase of local tourism.

August 2008 – December 2014

Project/Marketing Manager | Graphic Designer |

Executive Administrative Assistant

Circle of Seven Productions

Accomplishments

- Secured accounts for New York Times Bestselling Authors and top Publishers in the USA, resulting in increase of Social Media Marketing packages to promote and market authors.
- Set and Costume Design for live action webisodes for author Christine Feehan's Before the Dark Prequel Series resulting in over 100,000 views, and a 8.5 star rating on IMBD.
- Maintained website for Readers Entertainment Magazine resulting in increase of online traffic and call to action.
- Book Trailer® video production and development
- Project Management for all VIP Authors and Publisher Accounts streamlining projects for on time delivery.
- Composed and edited contract terms and proposals for video production packages and distribution.

PROFESSIONAL CERTIFICATIONS

Adobe® Certified Associate in InDesign®, Illustrator®, Photoshop®, and Dreamweaver®

INTERESTS

Art | Coffee | Books | Theatre | Travel | Hiking
References available upon request