

In-Store Sign Designer **March 2011 – September 2013 The Sports Authority – Englewood, CO**

- Created promotional instore signage for sporting goods using InDesign and dSign software
- Worked closely with stores to resolve sign issues & requests
- Proofed signs daily for pricing & exclusion errors
- Created new logo for the corporate environmental committee
- Designed pamphlets to promote a new chain-wide instore sign concept
- Wrote copy text for category signs & price-point items

Store-level Price Management

- Entered & maintained chain-wide pricing for advertised and unadvertised promotions
- Developed new methods of digitizing information into a more user-friendly visual format
- Created new processes to consolidate sku information which reduced paper consumption
- Proofed for pricing, visual, copy & fine print errors in the advertisements and store signage
- Researched store-level pricing issues and solved them with guidance from the merchant group
- Worked closely with the merchandising department to ensure accurate pricing
- Using Adobe Indesign, created weekly visual reports using sales results from print ads
- Met strict deadlines and handled daily promotional changes

eCommerce Price Management

- Built weekly website promotions using eBay Enterprise CMS with direction from the merchants
- Worked with eBay Enterprise in executing live & future website price changes
- Collaborated with merchants & vendors in order to prevent & correct MAP violations

Data Entry Specialist **February 2009 – March 2011 The Sports Authority – Englewood, CO**

- Created and maintained skus & purchase orders
- Analyzed sku database information for inaccuracies
- Solved inventory discrepancies inside system database
- Communicated with stores to correct any sku or UPC issues

Medical Billing **July 2006 – September 2008 The School Dentist – Beverly Hills, MI**

- Billed various dental insurance companies as well as Medicaid
- Verified insurance eligibility for patients
- Tracked outstanding insurance claims
- Managed patient records
- Posted insurance and patient payments
- Prepared bank deposits
- Created training guide for new employees

Skills & Tools

Microsoft Word • AS400 I-Series • eBay Enterprise Remote Tools • InDesign • Adobe Acrobat Pro • Photoshop • Illustrator • eCommerce • Research • Proofreading • Microsoft Excel • PowerPoint • Siebel Help Desk • HTML • Copy Editing • Microsoft Outlook

Education

Eastern Michigan University, Ypsilanti, MI 2002–2007
• BBA in Advertising with a minor in Political Science