

Anna Main

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San Francisco, California

experience

Sephora, San Francisco CA **Graphic Designer, 2007-present**

Responsible for designing all graphics related to environmental programs and updates in-store: Skincare, Fragrance, Color, and Sephora's Private Label.

Partner with brands to manage visual elements of the new Sephora Skincare Initiative and participate in communication strategies for this area of stores.

Conceptualize renderings for Visual Manager initiatives and design graphics for branded in-store fixturing.

Help define the private label's identity by developing signage, managing photo shoots, and lending visual support to collaborative marketing with external brands.

Freelance contracts, San Francisco CA **Graphic Designer, 2001-present**

Develop communications strategies and marketing tools for a variety of companies and publications.

Design promotional materials to advertise events, art direct photo shoots, and help achieve client's business objectives.

PaperCity Magazine, San Francisco CA **Account Manager, 2006**

Managed client accounts and advertising plans while generating new business for regional magazine that closed in December 2006.

Wrote proposals and effectively sold ad space to current and prospect clients in home decor, spa, salon, wine, and technical industries.

Drafted budgets, managed production, executed events, and updated databases.

Goldenbleu handbags, San Francisco CA **Visual Manager, 2005 - 2006**

Managed over 285 National and International vendor accounts.

Controlled management database to regulate inventory and production, of merchandise, ran sales reports, and generated billing information.

Designed marketing collateral, assisted in public relations, organized sample sales, and participated in advertising for trade shows.

education

Carnegie Mellon University, School of Fine Arts, Pittsburgh PA
Bachelor of Fine Arts in Graphic Design
Minor in Business Management
Graduated with University Honors

skills

Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe After Effects, Macromedia Director, sifting through flea markets.