

PROFILE

Effective liaison bridging communication sharing between the university, students and parents. Over 14 years of communication experience in web site management, marketing, graphic design, and public relations in an educational environment. Skilled in designing print materials, mass communications, social networks and user-friendly web site content.

DESIGN & MARKETING PROFICIENCY

- Web site consultation, creation and management
- Strategic marketing and mass communications
- Design and print development and production
- Brand identity
- SEO and web site analytical software
- Event planning
- Photography and photo modification
- Multiple project management

TECHNICAL PROFICIENCY

- **Platforms:** Mac OS X, Windows XP/Me
- **Software:** InDesign, Illustrator, Photoshop, Content Management System (CMS), Ektron, Dreamweaver, WordPress, Google Apps, Sharepoint, Google Sketchup, Microsoft Office, Camtasia, XIBO, Business Objects, PeopleSoft
- **Hardware:** Color printers, large scale printers, scanners, cameras, video equipment
- **Social Media:** Facebook, Twitter, Pinterest, Instagram, Linked In, YouTube

EDUCATION

- Northern Arizona University | Flagstaff, AZ
- Colorado Northwestern Community College | Craig, CO
- B.F.A. - Visual Communications, Graphic Design
- A.A.S. - Office Administration

EMPLOYMENT HISTORY

Northern Arizona University - Housing & Residence Life | Flagstaff AZ

Administrative Assistant - Communications | November 2011 - present

Manage department web site, e-mail communications, TV displays and file room. Provide clear communications and development with staff on web site needs. Position requires effective customer service, verbal, written and visual communication skills.

- Create and maintain Housing and Residence Life web site - over 200 web pages (nau.edu/reslife)
- Work with university and EMSA departments on mass e-mails and web site information
- Research other university web sites
- Provide clear message responses to students - average 50-100 e-mail messages daily during peak times
- Manage and train staff on TV displays - 21 displays with over 150 slides per semester
- Supervise and train file room staff, records retention specialist, manage equipment and supplies

300 Pixels - a graphic design company - heathertate.net | Flagstaff AZ

Owner, Freelance Graphic Designer | August 2011 - present

Owner and graphic designer specializing in graphic design for non-profit organizations. Clients include the Arthritis Foundation - Northern California Chapter, Danya Institute, Longview Texas Senior Olympics.

- Create print and digital brand identities, mobile apps, eBooks, logos, postcards, brochures, posters, web graphics, packaging
- Guide, educate and make recommendations for marketing strategies, web sites and graphic design
- Ensure high-quality products to meet the clients budgets and deadlines

Northern Arizona University - Housing & Residence Life | Flagstaff AZ

Administrative Assistant - Marketing & Communications | May 2005 - November 2011

Managed marketing campaigns and communication message development including digital and print design, web site, TV displays, social media, e-mail and event campaigns. Provided verbal and written communications development and distribution. Assisted in planning, coordinating, and implementing large-scale housing events and publications. Worked with a variety of vendors. Supervised and trained file room staff, records retention specialist, managed equipment, ordered supplies. Required extensive and effective organization, multi-tasking, public relations and customer service skills.

- Created over 100 publications annually - print and electronic media
- Managed housing events and processes - averaged 500 - 2500 student attendees
- Social media development - Facebook pages averaged 1,000 likes
- Created and maintained Housing and Residence Life web site - over 200 web pages (nau.edu/reslife) and departmental mass e-mail communications
- Developed training manuals and trained staff on various operations processes and software
- Cut printing costs dramatically and found alternate effective electronic formats to meet department needs
- Implemented academic year marketing/communications plan

3102 N. Steves Blvd.
Flagstaff, AZ 86004

928.606.7029
heathertate.net
htgt123@gmail.com

Northern Arizona University - Housing & Residence Life | Flagstaff AZ

Office Specialist Senior | September 2000 - May 2005

Operations team lead staff member, problem solving, public relations, training and customer service. Assisted in planning, coordinating, and implementing housing events and publications. Managed marketing campaigns and communication message development including digital and print design, web site management, e-mail and event campaigns. Work with a variety of vendors. Supervised and trained file room staff, records retention specialist, managed equipment and supplies.

- Assisted Associate Director in all areas of operations including overseeing assignments and front reception areas
- Assistant in operations involving complex housing assignments, processes and concerns for a housing population of over 7,000 students
- Coordinated events and housing processes - averaged 2000-2500 attendees
- Required skills in data collection, reporting, planning, customer service, training