



rebeccaINDELICATO

12 Lilyberry Place
Delran, Nj 08075

609-577-5211

becca.jordan@gmail.com

Graphic Designer/ Project Manager

professional SUMMARY

Over ten years experience in graphic design and project management, with extensive pharmaceutical industry experience. Focus on print/interactive design and marketing. Marketing experience in both national and international markets. Print development and production experience. Firm understanding of user interface/site architecture for both on- and off-line products. Proven ability to lead creative team to meet deadlines.

Software knowledge: Photoshop, Quark, Illustrator, Acrobat, Image Ready, Dreamweaver, Flash, Word, Outlook, Excel, IE, PowerPoint, InDesign, Articulate, HTML, CSS

Hardware knowledge: Mac and PC platforms

professional ACHIEVEMENTS

- American Graphic Design Awards sponsored by NewPage - winner 2008
- American Graphic Design Awards sponsored by Adobe Systems - winner 2007
- American Graphic Design Awards sponsored by Adobe Systems - winner 2006
- Prepared and produced materials for annual tradeshows including: new booth design, ads, banner stands, sell sheets, demonstration materials, and premiums.
- Managed nine pharmaceutical sales training curriculum development projects simultaneously. Contracts ranging from \$12k - \$220k.

professional EXPERIENCE

Pedagogue Solutions

100 Thanet Circle, Suite 105,
Princeton, NJ 08540
(609) 921-7585

7/2002 - present

Marketing Manager

Conceptualized and designed the new branding of the company which includes but is not limited to: collateral, company newsletters, marketing web pages, HTML e-mails, direct mail campaigns, premiums, and print/on-line advertising

Designed, developed, and maintain current company web pages

Prepared and produced materials for annual tradeshow including: new booth design, banner stands, sell sheets, demonstration materials, and premiums

Participated in generating new company business and strategies

Graphic Designer

Designed/created Quark templates for printed pharmaceutical sales training materials used by the production team

Ensured the level of quality of each project upon completion prior to final delivery to the client, reviewed the deliverable with the designer and explained and corrected any weakness

Consulted with and advised writers, illustrated graphics and designed layout for over 12 learning systems

Created layout and production graphics/activities for over 10 interactive courses

Designed new template for client proposals; responsible for production of all proposals and management of proposal archive

Established vendor list for both learning systems and marketing

Acted as studio manager for upkeep of supplies/equipment

Project Manager

Aided in creating proposal timelines and budgets

Acted as liaison between client and team members to create pharmaceutical sales learning materials

Created and managed timelines for projects both in-house and client teams

Implemented client medical, legal and regulatory review needs

Organized file servers and created production process for print learning systems

Factiva, A Dow Jones & Rueters Company

Route 1 @ Ridge Road
South Brunswick, NJ 08852
(609) 627.2000

12/2000 - 12/2001

Global Marketing Graphic Designer

Conceptualized, designed and produced various print marketing materials, created as print and PDF versions to be used in the U.S., Europe, and Asia

Conceptualized, designed and produced various web marketing materials, some tiles and banners received click-through ratings of 3 through 8

Acted as lead artist and developer on the redesign of the company's corporate branding section of their web site

Collaborated with writers on the marketing launch of four international products and re-launch of the CI Center community site

Consulted on the choice of company premiums and corporate photography

Acted as studio manager for upkeep of supplies/equipment

Pharmaka/Team Graphics
Plaza 31, 179 Route 31
Flemington, NJ 08822
(908) 806-2121

5/1999 - 11/2000

Graphic Designer

Followed creative direction, conceptualized, designed and produced various print materials for both consumer pharmaceutical products and pharmaceutical sales training

Lead designer and developer for the design corporate web site and interactive portfolio

Attended start up and editorial meetings

Monitored vendor progress on contracted jobs.

Acted as studio manager for upkeep of supplies/equipment

Consulted on and guided the choice of company premiums

freelance EXPERIENCE

Image Cog LLC

4 Lafayette St. Trenton NJ, 08608

(609) 393-6222

12/2005 - present

Ad.X Designs Inc./Ad.Appeal Inc.

445-B Veit Road Huntingdon Valley, PA

(215) 364-9822

11/2004 - 02/2006/02/2006 - present

Citation Graphics

7025 Central Highway Pennsauken, NJ 08109

(856) 813-1153

11/2001 - 12/2002

Dow Jones & Company

4300 North Route 1 South Brunswick, N.J.

08852

(609) 520-4000

11/1998 - 1/1999

awards/EDUCATION

2008 AMERICAN GRAPHIC DESIGN AWARDS

For excellence in communication and graphic design - category announcements and invitations

2007 AMERICAN GRAPHIC DESIGN AWARDS

For excellence in communication and graphic design - category announcements and invitations

2006 AMERICAN GRAPHIC DESIGN AWARDS

For excellence in communication and graphic design - category announcements and invitations

THE COLLEGE OF NEW JERSEY (FORMERLY TRENTON STATE COLLEGE)

09/1995 - 05/1999

School of Arts and Science - BFA of Graphic Design - double specialization in print and interactive design.

Full portfolio and references are available upon request.