



DAWN MITCHELL

Graphic Designer • Webmaster • Problem Solver

CONTACT

DAWN MITCHELL

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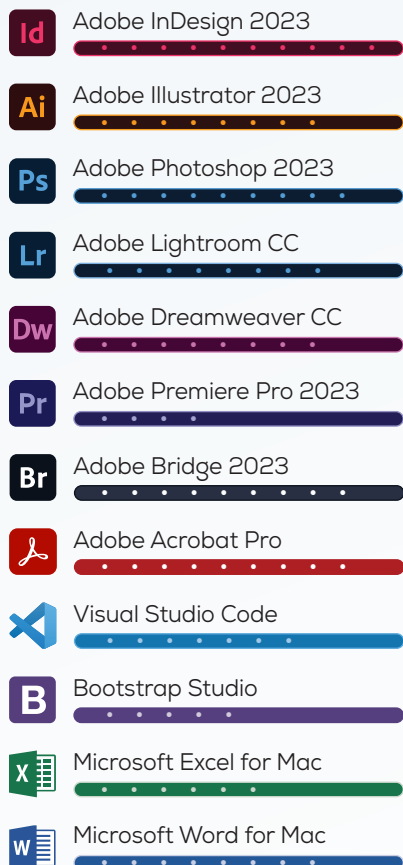
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TECHNOLOGY



A LITTLE ABOUT ME

In a nutshell, I'm a mindreader, problem solver, and champion to my teammates and clients. I have owned my graphic design firm—G4G Interactive—since 2000 on a part-time basis and since 2005 in a full-time capacity. I regularly serve as an extension of clients' in-house design teams, working independently and collaboratively equally well. As a full-service graphic designer, I have demonstrated expertise in print, web, e-mail marketing, and search engine marketing. I am creative, detail-oriented, and customer-focused from initial concept development to final product delivery.



I'm also proud to have sat on the Board of Directors Executive Committee for The Graphic Artists Guild, where I worked with other Board Members to create standards for the advertising industry and to help advocate for the creative community. My most recent accomplishment was meeting with Congressmen in Washington D.C. to lobby for The CASE Act, which passed in early 2021. My passion is to bring designers together to utilize their unique skills to help each other be more successful through community and mentorship.

Lastly, I'm very proud to be a disabled veteran of the United States Marine Corps, and I strive to uphold the moral values and respect they've taught me.

SKILLS



GRAPHIC DESIGN

All aspects of coordinating print and/or web projects from start to finish. Favorite projects include brochures, flyers, direct mail, book covers/interiors, corporate identity/branding, advertisements, tradeshow displays, vehicle wraps, invitations, package design, photo retouching, etc.



BRANDING

Helping small- to medium-sized businesses create new brand identities or a marketing refresh.



FINE ART

Novice with past experience with drawing, painting, illustration, and other mixed media.



WEB DESIGN/SEO

Hand-coding HTML/CSS for static websites and utilization of Bootstrap Studio for responsive websites. Skills also include email newsletter, web/social media graphics, SEO/SEM (search engine marketing/optimization), etc.



COMPUTER SKILLS

Complete knowledge, troubleshooting, hardware & software installation and maintenance of the Macintosh OS. My current workstation is an iMac Pro.



PHOTOGRAPHY

Proficient with Canon EOS 7D, utilizing a variety of professional lenses and filters.



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EDUCATION

- **The Art Institute of Fort Lauderdale**
Associate of Science Degree:
Visual Communications
- **Palm Beach State College**
Associate of Arts Degree:
Computer Science – Business

CREDENTIALS

- **Graphic Artists Guild**
 - Executive Committee
At Large Director
2014 – 2023
 - At Large Chapter
Board Member
2011 – 2013
- **United States Marine Corps (USMC)**
 - Honorable Medical Discharge

EXPERIENCE

G4G Interactive, Inc. April 2000 – Present

Owner/Creative Director/Chief Mindreader/Problem Solver/Receptionist/Salesperson

- Interacting with clients to discuss the development of their project from initial design to completion.
- Concept development, design and layout for projects for print, web, and social media.
- Responsible for production and layout of client guides and publications.
- Preparing photographs by photo retouching, resizing, silhouetting, etc.
- Preparing projects for print, checking proofs for errors, and following up with the client to ensure their printing is stellar.
- Website development, design, hosting, and maintenance.
- Preparing proposals for clients and coordinating quotes from printers and vendors.
- Responsible for helping clients with all aspects of their events (whether hosting their own event or renting out booth space).
- Help clients with their search engine marketing needs, whether it's just to get them on a map or helping them achieve top placement.

PL&P Advertising March 1997 – September 2005

Jr. Art Director/Webmaster/File Checker and Fixer/Organizer/All-Around Go To Gal

- Assist partners in concept development, design, and layout for agency projects such as advertisements, brochures, logos, package designs, displays, websites, etc.
- Interacting with clients to discuss the development/production of their project.
- Responsible for production and layout of client guides and publications.
- Preparing photographs by photo retouching, resizing, silhouetting, etc.
- Responsible for preparing jobs for print and checking proofs for errors.
- Website development, design, and maintenance for agency clients.
- Storyboard concepts for Flash animation of websites and CD-ROMs.

SKARCO Press March 1996 – February 1997

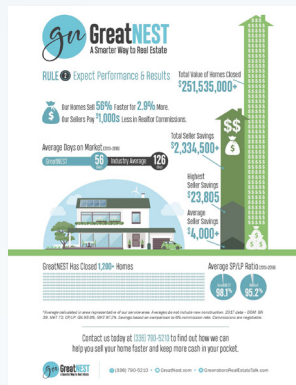
Creative Artist/Traffic Coordinator/Totem Pole Support

- Designed ads for local lifestyle magazines and publications.
- Interact with clients to ensure that their advertisements were corrected and approved prior to deadline.
- Responsible for the production of miscellaneous in-house projects, such as corporate identities, business-to-business publications, etc.
- Responsible for interacting with clients and advertising agencies to ensure their final advertisements were sent prior to deadline.



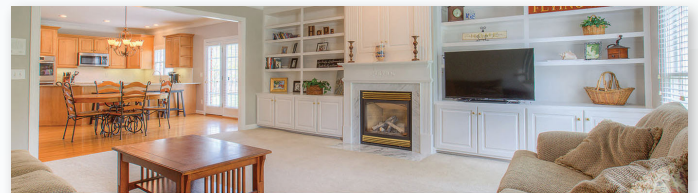
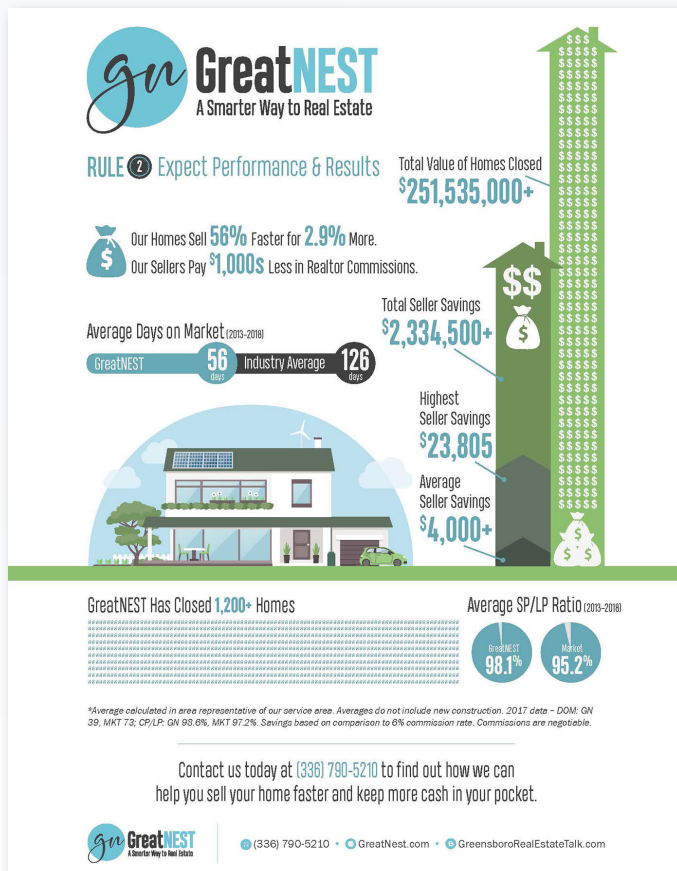
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GREATNEST REALTY

Worked with the client to rebrand his company to a completely new look. Projects included logo, business cards, sales sheets, presentation folders, yard signs, vehicle graphics, etc.



FirstNEST First-Time Homebuyers Program

Congratulations! You have decided to own your own home. At GreatNEST, we love to help first-time homebuyers better understand their purchase options. We'll be your dedicated guides and advocates. Buying a home is exciting and can be overwhelming. Our experts will be with you every step of the way to make the process easy!

To help you get started, we offer our FirstNEST First-Time Homebuyers Program. Your benefits include:

- Professional Buyer's Consultation at No Cost
- Exclusive First-Time Homebuyer's Rebate¹ of up to \$500
- LoveYourNEST Guarantee
- Access to NESTAdvantage Providers and Discounts
- One-Year Home Warranty Available
- Exclusive FirstNEST Showing Pass
- Local Mortgage, Inspection, and Attorney Professionals
 - Discounted Attorney's Fees at Closing²
 - Discounted Lender Closing Fees at Closing²
 - Discounted Home/Pest Inspection Fee²
- Down Payment Assistance Programs
- Special HUD and Fannie Mae Programs
- FSBO Homes/Foreclosures/New Construction
- Automatic Listing Alerts – Be the "First to Know" about New Homes



Enroll today and FirstNEST could save you more than **\$2,000**.

¹ Ask your agent for details.
² Discounts available from participating providers.

Contact us today at (336) 790-5210 to find out how we can help you find your dream home...guaranteed!



(336) 790-5210 • GreatNEST.com • GreensboroRealEstateTalk.com



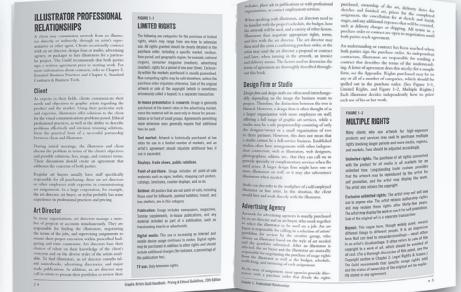
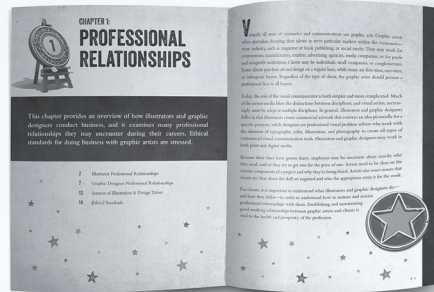
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THE GRAPHIC ARTISTS GUILD

I worked with The Graphic Artists Guild to design *The Graphic Artists Guild Pricing & Ethical Guidelines Handbook, 15th Edition*. I worked with a committee and the illustrator for the cover concept and designed the interior of the book.



BROWN INVESTMENT PROPERTIES

I've designed several property offerings for this commercial real estate development firm. I've also designed their leave behind brochure in 4-page and 8-page formats.



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BALL DERM PATH

This company has an in-house designer and have brought me in to help design a few flyers and direct mail pieces to take the pressure off of their team.



People are talking about us!

Find Out Why People Are Talking.

"Ball Derm Path is very efficient, professional, and responsive to the needs of our office and our patients. From delivery of the specimens, to their handling and processing, to the communication of results, the laboratory, its staff, and clinicians deliver a superior service and accurate results."

— **Annan Nasir, MD, Raleigh, NC**

"I have known Dr. Ball for over 20 years. We met while serving in the Navy together where he helped teach Navy Dermatology and Pathology residents. I have always been impressed with his professionalism. I was very happy to continue our relationship after retiring from the Navy. His dermatopathology service provides very timely service with diagnoses you don't have to second-guess. I can't say enough good things about his services and would encourage practices wanting the best dermatopathology interpretations, in a timely manner, to use his services."

— **David Corbett, DO, Wilson, NC**

"From your observation, you suggested the possibility of progressive macular hypermelanosis. Based on the clinical presentation and ruling out other possibilities, it was a logical fit... She had been to other physicians without an answer and was very distraught. I thank you for the interpretation, because it was not a diagnosis that was even on my radar... and now this is on her way to resolution. She was literally in tears at her follow up... thanks to you!"

— **Jocelyn LaRoque, DO, Charlotte, NC**

"I have been totally impressed with all aspects of your service. Jason has been available to me at all times. Other staff members have also been very cordial and helpful."

— **Clinic Manager, Greenville, SC**

"I highly recommend Ball Derm Path. For 29 years, I've worked with different labs, most of which had shortcomings with either their pathologists or their front office. Ball Derm Path has great pathologists and a high-performing operation. The pathologists are academics who care about making the right diagnosis for the patient behind the slide. A courier picks up my specimens, and the turnaround time is quick. Their lab swiftly coordinated with my EMF system. Their process has been reliable and flexible in meeting our needs."

— **Elsa Roberts, MD, Asheville, NC**

"I reviewed our discussion with her and recommendations. I'm happy to report that she is, in her words, 95% better! She was in tears... I can't thank you enough for listening and being so instrumental in my pleas for help for her. And the BEST gift of all is that we helped our patient!"

— **Annamarie Dixie, FNP, Syracuse, NY (consult case)**

BALL DERM PATH

Ball Derm Path is a private, physician-owned dermatopathology lab dedicated to serving the community dermatologist. To learn more, please visit our website at www.balldermpath.com, or call us at 336-609-6240.

WHAT DO OUR CUSTOMERS SAY?

After engaging Ledgerock Consulting to handle our Lead Management, we were assigned Jody Ashley to be our consultant. Unless you knew better, you would think she has been an employee of Sugar Hill Retirement for years. Jody dove in with both feet, immediately making an impact. She adds a personal touch that I believe is setting us apart from other retirement communities. She is personable, empathetic and truly cares. Though she is part of the Ledgerock family, we feel as though she is part of the Sugar Hill family.

Christian W. Coulter
Executive Director
Sugar Hill Retirement Community
Wolfeboro, NH

OUR HEALTHCARE CLIENTS MAY CONTRACT WITH LEDGEROCK FOR ANYWHERE FROM 10 CALLS A WEEK TO 200 CALLS A MONTH, RESULTING IN 7-9 TOURS AND 2-3 SALES A MONTH.

Each Ledgerock Consultant has a minimum of 20 years of experience in healthcare with specialization in:

- IMPACT Sales™ Training
- IMPACT Coaching™
- Trimetrix™ Hiring Assessments
- Market Research
- Mystery Shops
- Lead Management Program
- Sales Structure and Design
- Collateral Development
- Branding
- Tour Training
- Strategic Market Development
- Customer Service Workshops

VERONICA FOGELMAN
President & Founder

STOP BY OUR BOOTH #2
JOIN US FOR A CUP OF FRESH APPLE CIDER AND SPEAK WITH ONE OF OUR CONSULTANTS ABOUT YOUR CHALLENGES.

LEDGEROCK
SOLUTIONS WITHIN YOUR POWER

If we miss you, call us anytime at (717) 683-7453, email us at LEDGEROCKSOLUTIONS@COMCAST.NET, or visit our website at www.LEDGEROCKSOLUTIONS.COM

LEDGEROCK CONSULTING

I've designed marketing materials for their healthcare clients and have designed a few pieces for them as well, such as a booklet, ad, and rack card series.

5 REASONS MARKETING MATTERS IN HEALTHCARE

1. It reaches a large number of people
2. It provides the vision - your path to success
3. It identifies your customer, specifically
4. It forces you to stay competitive
5. It sets your sales goals in motion

WHAT DO PEOPLE THINK WHEN THEY SEE YOUR LOGO OR HEAR YOUR COMPANY NAME?

Let us help you keep your company "top of mind" for your prospects and customers. We offer customized marketing services specifically for healthcare organizations, including:

- Marketing action planning
- Collateral design and development
- Analysis of competitor's market share
- Hospital diagnosis and discharge data
- Goal setting
- Market research
- Medicine data

CALL LEDGEROCK SOLUTIONS AT
(717) 683-7453

Marketing prepares your prospects to be receptive to your products or services, and your message. Marketing is everything your company does to engage, connect with, educate, and build trust with potential clients. Content marketing, partnership marketing, direct marketing, internet marketing, paid marketing, referral marketing... what do they all mean? Let us help you make sense of the options available to you and decide what the best marketing strategy will be to achieve your goals.

www.LEDGEROCKSOLUTIONS.COM

LEDGEROCK CONSULTING: SOLUTIONS WITHIN YOUR POWER

Our goal is to ensure that our clients know how to hire, train, and coach world-class salespeople in a highly competitive, ever-changing healthcare environment. Ledgerock's healthcare consultants have more than 150 combined years of experience spanning the healthcare industry in sales, marketing, training, recruiting, strategic partnerships, customer service, operations, and many other areas.

We are uniquely qualified to support healthcare organizations and their professionals with critical strategic and tactical initiatives such as:

- competitive analysis
- market feasibility studies
- corporate leadership programs
- new hire packages
- sales and product training programs and curriculum materials

WE LOOK FORWARD TO SEEING THE RESULTS YOU'LL GET WHEN YOU WORK WITH US!

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THE CORPORATION OF GUARDIANSHIP

The Corporation of Guardianship had had me help them design items such as business cards, a bi-fold brochure, tradeshow displays, etc. They've also had me help them design flyers/postcards, ads, and a tri-fold brochure to promote their Friends Against Fraud program.



CHILDREN'S
COUNSELING
CENTER

CHILDREN'S COUNSELING CENTER

This is a start up company I designed a logo and business cards for.





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THE LAW OFFICES OF

H.A. (Alec) Carpenter IV
STATE AND FEDERAL CRIMINAL DEFENSE



THE LAW OFFICES OF

H.A. (Alec) Carpenter IV
STATE AND FEDERAL CRIMINAL DEFENSE



CASTEVENS & COMPANY
Real Estate Group
buy • sell • invest

