



DAWN MITCHELL

Graphic Designer • Webmaster • Problem Solver

CONTACT

DAWN MITCHELL

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Greensboro, NC 27410

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dawn@g4ginteractive.com

www.g4ginteractive.com

ASSOCIATIONS

- **Graphic Artists Guild** – Executive Past Committee At Large Director
- **Guilford Merchants Association** – Past Member
- **BNI**– Past Member
- **Greensboro Chamber of Commerce** – Past Member
- **United States Marine Corps (USMC)** – Honorable Discharge
- **Disabled American Veterans (DAV)** – Lifetime Member

TECHNOLOGY

	Adobe InDesign CC	
	Adobe Illustrator CC	
	Adobe Photoshop CC	
	Adobe Lightroom CC	
	Adobe Dreamweaver CC	
	Adobe Premiere Pro CC	
	Adobe Bridge CC	
	Adobe Acrobat Pro DC	
	Visual Studio Code	
	Bootstrap Studio	
	Microsoft Excel for Mac	
	Microsoft Word for Mac	

A LITTLE ABOUT ME

In a nutshell, I'm a mindreader, problem solver, and superhero to my clients. They come to me with a problem, and I go above and beyond to help them reach their goals. I also provide support for advertising agencies and marketing firms whenever there is a need.

My passion is helping businesses of all sizes with their design needs, whether it be a small startup or a Fortune 5 company that needs extra design support. My expertise includes print, web design, e-mail marketing, and search engine marketing.



I'm also proud to have sat on the Board of Directors Executive Committee At Large Director 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 artists' rights (specifically, the CASE Act). It passed in early 2021, and our committee's role is to share our expertise to help implement it. My passion is to bring designers together to utilize their unique skills to help each other be more successful through community and mentorship.

I'm also an active member of the HOWie Facebook Design Group, which consists of international creatives introduced through the HOW Design Conference. The main focus of the group is to share design-related issues.

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. Most common projects include brochures, flyers, sales sheets, book covers and interiors, direct mail pieces, corporate identity, tradeshow displays, vehicle wraps, software icons, advertisements, invitations, photo retouching, package design, etc.



BRANDING

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



FINE ART

Some experience in the past with drawing, painting, illustration, and other mixed media.



WEB DESIGN/SEO

Hand-coding HTML/CSS for static websites and email newsletters. Skills also include organic search engine optimization and web marketing. Most common projects include designing and coding static websites, e-mail marketing, web banners, etc.



COMPUTER SKILLS

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



PHOTOGRAPHY

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



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CONTINUING EDUCATION

- **Adobe Max Design Conference**
Virtual – October 2021
- **HOW Design Conference**
Virtual – November 2020
- **The Creative Pro Conference**
New Orleans – June 2018
- **The HOW Design Conference**
Boston – May 2008
- **The HOW Creative Freelancer Conference**
Chicago – August 2008
- **The Graphic Artists Guild Webinars**
2008 – Present
- **ActionCoach Business Coaching**
2008 – Present
- **Marketing Mentor Business Coaching for Graphic Designers**
2008 – Present
- **Various teleclasses, webinars, and seminars on subjects such as:**
Time Management, Color Trends, Stress Solutions, Converting Prospects into Clients, Pricing for the Design Industry, and others.

EDUCATION

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

EXPERIENCE

G4G Interactive, Inc. April 2000 – Present

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

- Concept development, design and layout for various projects.
- Responsible for production and layout of client guides and publications.
- Preparing photographs by photo retouching, resizing, silhouetting, etc.
- Interacting with clients to discuss the development of their project from start to finish.
- Preparing projects for print, checking proofs for errors, and following up with the client to make sure 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.

Freelance client list has included projects for The Graphic Artists Guild, Volvo Group, Ford Motor Company, Tribune Media / Optimum Design + Consulting, Brown Investment Properties, Marcus & Millichap, Kindermusik, DLH Nordisk, ActionCoach International, Alpheon Corporation, Varrow, Alliance Commercial Property Management, 1st Step PRO-WELLNESS / High Performance Fitness, Amplify Communications / Leapfrog Marketing, Renea Meyers Marketing, etc.

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.
- Responsible for production and layout of client guides and publications.
- Preparing photographs by photo retouching, resizing, silhouetting, etc.
- Interacting with clients to discuss the development/production of their project.
- 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.

Client list has included projects for AT&T Wireless Services, Gatorade, Entenmann's, Tang, Thomas English Muffins, Quaker Oats, Greater Fort Lauderdale Convention & Visitors Bureau, Broward Center for the Performing Arts, etc.

SKARCO Press March 1996 – February 1997

Creative Artist/Traffic Coordinator/Totem Pole Support

- Designed ads for Dimensions, Jewish Living, and South Florida Smoker Magazines.
- Interact with clients to ensure that their advertisements for the magazines 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 that their final advertisements were sent prior to deadline.



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gn GreatNEST

A Smarter Way to Real Estate

gn

Steve Vincent
REALTOR®, Broker/Owner

(336) 253-7581
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SVincent@GreatNest.com

gn

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A Smarter Way to Real Estate

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e GreensboroRealEstateTalk.com
G GreatNest.com
3150 N. Elm St., Suite 208
Greensboro, NC 27408

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.

gn GreatNEST
A Smarter Way to Real Estate

RULE 2 Expect Performance & Results

- Our Homes Sell **56%** Faster for **2.9%** More.
- Our Sellers Pay **\$1,000s** Less in Realtor Commissions.

Total Value of Homes Closed
\$251,535,000+

Total Seller Savings
\$2,334,500+

Average Days on Market (2010-2018)
GreatNEST: **56** days | Industry Average: **126** days

Highest Seller Savings
\$23,805

Average Seller Savings
\$4,000+

GreatNEST Has Closed 1,200+ Homes

Average SP/LP Ratio (2010-2018)
GreatNEST: **98.1%** | Market: **95.2%**

*Average calculated in area representative of our service area. Averages do not include new construction. 2017 data - DOM: GN 39, MKT 72; SP/LP: GN 98.6%, MKT 97.2%. Savings based on comparison to 6% commission rate. Commissions are negotiable.

Contact us today at (336) 790-5210 to find out how we can help you sell your home faster and keep more cash in your pocket.

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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.

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

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HOOKER FURNISHINGS

I partnered with the design team at Hooker Furniture to design their Sustainability Report. I also designed their internal newsletter, and a few web graphics for their BOBO Unique Objects brand. The 2023 Sustainability Report can be viewed at this link:

<https://www.hookerfurnishings.com/css/30109/pdf/2023-CSR-Report-FINAL-5-9-23.pdf>



HEMP BLACK

I helped their in-house team by designing their Capabilities Report.



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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.



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. Couter
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 cabinet

CALL LEDGEROCK SOLUTIONS AT (717) 683-7453

Marketing properly your products to be receptive to your products or services, and your message. Marketing in 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 talent in a highly competitive healthcare environment. Ledgerock Consulting has over 200+ years of experience 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 collateral
- 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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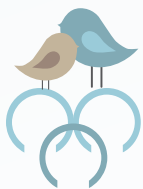
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THE CORPORATION OF GUARDIANSHIP

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.



Developmentally appropriate counseling and play therapy.



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 THE LAW OFFICES OF
H.A. (Alec) Carpenter^{IV}
 STATE AND FEDERAL CRIMINAL DEFENSE


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


Outside *the* **Box**
 Palm Beach


ACPM
 ALLIANCE COMMERCIAL
 PROPERTY MANAGEMENT
 OFFICE | RETAIL | INDUSTRIAL


CASTEVENS & COMPANY
 Real Estate Group
 buy • sell • invest

Bubble Bee Bar

 ★ THE TRIAD, NC ★


chain logic
 Global Logistics for Your Supply Chain


 Makeup by B.B.
 film | print | bridal


THOMAS
 HEATING & AIR


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 HEATING & AIR