

LISA HOCRAFFER

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OBJECTIVE

A position that utilizes my management experience, passion for design and presents new challenges and adventures.

WORK EXPERIENCE

SAGA Marketing

Art Director / Account Executive

April 2012 – Current

- Project management and art direction on large scale projects.
- Establish and maintain client and vendor relationships.
- Lead production and execution on complete design solutions for print and web.
- Initiate and implement organization processes to streamline day to day tasks and increase revenue.
- Interview, supervise and mentor staff.
- Direct photo shoots, manage and schedule photographers and models.
- Quote projects and track time and expenses across the company for billing.
- Key decision making.

MDC Sports

Manager

Aug. 2006 – Aug. 2008, June 2010 – April 2012

- Gained and applied product knowledge to promote and sell product while building customer rapport.
- Maintain vendor and client relationships.
- Supervise, mentor and train staff.
- Drafted product orders and processed shipments resulting in more accurate inventory.

Ecra, Inc.

Graphic Design Intern

Oct. 2011 – May 2012

- Create and produce design materials for web and print.
- Create and implement complete design solutions.
- Photo retouching.
- Design and layout catalogs and websites.

Vision Solutions

Graphic Design Intern

July – Sept. 2010, Dec. – Jan. 2011

- Research and design user interfaces utilizing design and technical skills to deliver high quality artwork, documentation and training for use by end-customers.
- Led and participated in team design reviews to eliminate errors early in the development process.
- Documented and presented designs for leadership review and exposition.

SUMMARY OF QUALIFICATIONS

- Extensive project and staff management experience (8+ years)
- Excellent written and verbal communications
- Exceptional time management
- Highly organized and self-motivated
- Attention to detail
- Expert in Microsoft Office Suite and Adobe Creative Cloud

EDUCATION

Bachelor of Science

University of Minnesota: Twin Cities

Major: Graphic Design

Minor: Business Management