

BONITA CHAMBERS

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<http://consultpcd.com>

Presentation Consultation & Design *creative solutions for Visual & Verbal Marketing*

SUMMARY Resourceful, talented, highly creative professional, with extensive portfolio of accomplishments, offers reliable services for enhancing organizational image and positively impacting measurable objectives. Advanced training, and over 20 years' significant achievement in a variety of industries/ positions provides extraordinary insight and know-how for each new challenge.

EXPERTISE

VISUAL IDENTITY SYSTEMS	▶ Graphic Design <i>logos, business cards, stationery</i>	▶ Copy Writing & Editing <i>brochures, catalogues, ads</i>	▶ Packaging/ Promotion <i>product merchandising</i>
	▶ Theme Development <i>events presentation</i>	▶ Print &/or Web Content <i>PR elements coordination</i>	▶ Marketing Consultation <i>project management</i>

PROFICIENCY

MAC & PC	• Illustrator	• Acrobat Pro	• Word	• Excel	• MS Office	• MS Works
	• Photoshop	• Fireworks	• Flash	• PowerPoint	• Keynote	• Imaging
	• InDesign	• Dreamweaver	• ExpressionWeb	• QuarkXPress	• ArtExplosion	

FORMAL EDUCATION

Associate Applied Science: **GRAPHIC DESIGN TECHNOLOGY (4.0 GPA)** State College of Florida, FL 2011
 Bachelor of Arts: **SPEECH & THEATRE & FINE ARTS (Honors)** Frostburg State University, MD 1968

NOTABLE CAREER EXPERIENCE & SUCCESS

- ▶ **Marketing Consultant** PRESENTATION CONSULTATION & DESIGN 1989–1992/ 1994–
 • Service to retailers, suppliers, educational, governmental organizations, small businesses, publications, expos.
 • Arts Councils Membership committees, exhibits & cultural events. Arts organizations enhancement programs.
 • Talent management, performing artists, PR, marketing materials, events, program planning, writing & design.
- ▶ **Graphic Designer** SRQ MEDIA GROUP 2011
 • Created print ads, email blasts, animated banner ads, gifs, page layouts, greeting cards, enhanced photos.
 • Utilized Adobe programs (CS3, CS4, CS5.5) InDesign, Illustrator, Photoshop, Acrobat, etc.
 • Coordinated promotional packages, identity systems, logos, branding, etc. Completed Internship.
- ▶ **Retail Marketing Director/Store Manager** The COLLECTION by ALIKI (Sarasota, FL) 2002-03, 2004-06
 • Launched Designer Boutique prototype/ flagship store, planned & executed marketing & presentation strategies.
 • Wrote copy, designed/ produced print ads, television commercials & promotional collateral for image continuity.
 • Developed consistent PR, staged fashion shows, informal modeling & events in support of NFP organizations.
 • Increased Sales Volume by more than 500% within 5 months, averaging 4.75 items per transaction/ \$340 PSF.
- ▶ **Visual Merchandising Director** BEALL'S DEPARTMENT STORES, FL 1992–1994
 • Directed 53 department stores/ 8 specialty stores, creative merchandising, standards, training & communication.
 • Designed, planned, purchased, implemented shops, events, promotional materials, graphics & properties.
 • Coordinated Merchandising, Sales Promotion, Store Development & Operations: Cut expense by 30-40%.
- ▶ **Assistant Director Visual Presentation** STEWART DRY GOODS, KY/ L.S. AYRES & Co., IN 1982–89
 • Creative direction of 7-25 full-line Department Stores, Central Production, Silk Screen/Sign Shop staff/ facilities.
 • Project management, conceptual design, budgeting, procurement, executing of seasonal/ theme presentations.
 • Introduced cost-cutting initiatives for in-house production of graphics, trims & fixtures: Saved \$132,000+ yearly.
- ▶ **Book Publicist/ Editor/ Critic** A Cappella Publishing 2001–02/ American Book Publishing Group 2001
 • Designed, implemented marketing plans for books: Media Kits (press releases, design visuals, website content).
 • Research, data collection, Internet affiliate development. Media contacts: pre-launch/ ongoing post-release PR.
 • Manuscript review/ critique, editorial services, conceptual cover design analysis, logo/ merchandising collateral.
- ▶ **Lecturer (faculty)** Consumer Sciences & Retailing, PURDUE UNIVERSITY, IN 1989-1991
 • Designed & taught accredited courses, workshops, intern programs in Retail & Fashion curricula. Wrote text.
- ▶ **Sales/ Visual Merchandising Manager** Dillard's, FL 2002/ Sears, FL 1999–00/ McRae's, MS 1975-82
 • Improved sales and customer service via effective presentation of high volume store. Vendor promos/ co-op.
- ▶ **Managing Artistic Director/AEA Artist in Residence** Jackson Little Theatre/ MS Arts Commission 1974-75
 • Theatre direction, marketing, 'PR' writing, design (promo pieces, sets, costumes, etc.) performance, workshops.



OVER 50 NATIONAL & REGIONAL AWARDS FOR EXCELLENCE & CREATIVITY!
 Including Visual Concepts for Oscar de la Renta, Estee Lauder, Elizabeth Arden, Revlon, Hanes, Haggard, Pillowtex, etc.
 PLUS Recognition for achievements in Fine and Performing Arts in association with Kappa Pi and Alpha Psi Omega.