

YELENA G. KARANOVICH

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## OBJECTIVE

Seeking a continuing career in the field of marketing communications and graphic design.

## ONLINE PORTFOLIO

URL: <http://portfolio.ykdesignservices.com>

## SKILLS

- Software: Adobe InDesign, Photoshop, Illustrator, Acrobat, Pagemaker, Dreamweaver, Fireworks, Flash, Quark Xpress, Microsoft Word, Excel & PowerPoint.
- Web Graphics. Print Design. Marketing Collateral. Administrative Communication.
- Skilled in both Windows and Macintosh platforms. Fluent in Russian.
- Talented fine artist with a BA in Art from San Francisco State University, CA.

## EXPERIENCE

2008-2009 CEB - Continuing Education of the Bar, California, Oakland, CA

### Graphic Designer, Sales and Marketing Coordinator

- In charge of all sales department collateral updates and new collateral designs.
- Designed, produced and maintained marketing and sales collateral materials, emails, web graphics, trade shows signage and booth decorations.
- Collaborated with sales department to provide excellent support, communications and materials on demand.
- Managed projects ensuring the efficient, timely, accurate and cost sensitive production of marketing collateral.
- Produced professional, concise and accurate copy for marketing emails, letters and promotional materials.
- Utilized extensive business background to make recommendations for cost effective savings.
- Conducted sales analysis research to prove the effectiveness of sales activities.

2001-2008 Graphic Designer

- Completed over 100 projects for the following customers: JCC East Bay, Sugar Photography, Optimal Sales Search, El Dorado Art Council, GDPA, Macwireless.com, All Sales Manufacturing, Nevadagem.com.
- Designed marketing collateral, promotional materials, catalogs and websites.
- Designed and produced promotional materials for the JCC East Bay. Performed maintenance and updates for the JCC East Bay website.
- Webmaster for [www.nevadagem.com](http://www.nevadagem.com) facilitating the sales of various turquoise gems online.
- Provided graphic and administrative support for the DJT Consulting Group.
- Created newsletters, brochures, maps and event announcements for the El Dorado Art Council.
- Created annual catalogs for All Sales Manufacturing Inc.
- Designed and facilitated the production of marketing materials for the Gold Discovery Park Association.

**EXPERIENCE** *(continued)*

1999-2001 Rides for Bay Area Commuters, Inc., Oakland, CA

**Production Artist and Designer**

- Produced and designed printed materials for all departments.
- Worked on 12 different promotional campaigns producing marketing collateral.
- Maintained and designed graphics for the company's website.
- Supervised vendors, estimates, budgets, and inventory for printed materials.
- Promoted from production assistant to production artist after 6 months in recognition of cost cutting and performance.

1998-1999 Antique Journal, Alameda, CA

**Production Designer**

- Designed and produced over 1,000 commercial advertisements, editorials, brochures and newsletters.
- Proofread, formatted, updated, and maintained classified sections for three publications.
- Met strict deadlines for the production of monthly and bi-monthly publications.

1995-1997 Youngs Specialty Distributing and Eller Media, Oakland, CA

**Collection Specialist**

- Collected over \$500,000 of past due invoiced goods in less than six months.

1990-1993 Lucasey Manufacturing, Oakland, CA

**Accounting Assistant**

- Assisted the purchasing agent, accounting manager and other departments to organize the accounting related to a \$5 million annual manufacturing operation.

1982-1988 Supermarket chain, Kharkov, Ukraine

**Advertising Designer**

- Initiated and implemented the layout and design of promotional campaigns and advertising materials.
- Produced and designed interior decorations, holiday promotions, fair booths and commercial materials for 5 supermarket stores.

**EDUCATION**

2004-2007 San Francisco State University, San Francisco, CA

Graduated Cum Laude with BA in Art.

2000 Media Alliance, San Francisco, CA

Completed courses in HTML and Web graphic design.

1995-1998 Laney College, Oakland, CA

Graduated with honors, completing AA degrees in Fine Arts and Business Administration.

Completed courses in graphic design concepts and design software.

1981-1983 Art Industrial Institute, Kharkov, Ukraine

Completed a certificate program in graphic design.