

mandypreston.com

508.769.2672 • mandy@mandypreston.com • Waltham, MA

PROCESS

Strategic planning + brand design
Demographic and brand research
Copy writing
Prepress + press proofs
Social media management
Ad design & production
Exhibitions and trade shows
Working with vendors,
U.S.A + abroad
Hire and manage free lancers
Product & model photography

PRODUCTS

Package + label design
Web + print ready graphics
Direct mail
Promotional posters
Powerpoint presentations
Retouching for print & web
Brochure/catalogs
HTML emails
Store displays
Magazine layout and formatting
Sell Sheets

PROGRAMS

PC + Mac Platforms
Proficient:
Photoshop
Illustrator
InDesign
QuarkXPress
Microsoft Programs
Acrobat + Distiller
Working Knowledge;
Flash
Dreamweaver
HTML/CSS
MultiAd
Coral

EMPLOYMENT

Adlife Marketing - Norwood, MA Graphic Designer | Nov 09 - Current

Create print and web marketing pieces weekly for clients of the food industry. Handle daily communications to align production dates for on-going projects such as; weekly circulars, window treatments, end caps, floor graphics, table signs, etc.

Hasbro - Pawtucket, RI, Contract Package Designer | Feb 08 – Dec 08

Supported the redesign and re-launch of the Baby Alive toy line. Followed a tight schedule while working with multiple departments, including international divisions. Responsible for copy and design of each Baby Alive toy package to relay functions of toy efficiently from toy shelves to the buyer.

Optimum Design & Consulting - NYC, Graphic Designer and Production Artist | Oct 07– Feb 08

Maintained monthly production of Linux Magazine, a nation wide magazine devoted to fans of the Linux operating system. Worked with the Linux editor, outside vendors, and printers to deliver a flawless magazine to its readers each month.

Checkerboard LTD - Worcester, MA, Marketing Designer | Nov 01– Aug 07

Bridged art department and marketing department with constant communication to deliver sales of luxurious invitations of the latest trends while maintaining a classic touch.

Additional Experience and Clients

North Safety - Providence, RI - Product Catalog | Jan 09 – April 09

Webstone Inc. - Worcester, MA - Product Catalog | Dec 08 – Feb 09

Zeitgeist Independent Films - NYC - Design Intern | Aug 07 – Dec 07

ACADEMIC

Fitchburg State College, Fitchburg MA, 2002-2007

BA with honors in Communications focused on Graphic Design

Assabet Valley Technical Regional Vocational High School, Marlboro, MA

Graphic Design Certification & High School Diploma 1998-2002

references available upon request