



## RHONDA MITCHELL

### profile

*Highly conceptual, strategic  
Art Director/Creative Director  
with proven copywriting,  
problem-solving and  
multi-tasking skills in all media.*

Plug  
me  
in!

### contact

**Portfolio** • [rsmitchell.com](http://rsmitchell.com)  
**LinkedIn** • [linkedin.com/pub/  
rhonda-mitchell/5/304/374](http://linkedin.com/pub/rhonda-mitchell/5/304/374)

**409-499-4014**  
[ipaintwrite@sbcglobal.net](mailto:ipaintwrite@sbcglobal.net)

### employment

**INDIA BULLETIN**, Chicago, IL (Remote from Beaumont, TX)- **FREELANCE** Art Director, Marketing/Social Media Strategist, Copywriter - 2012-PRESENT

**I10 EQUIPMENT, LLC**, Beaumont, TX - Marketing Art Director (Web & Social Media) - 2015-16

**MERCOLA.COM HEALTH SERVICES, LLC**, Hoffman Estates, IL - Creative Services Mgr. (Ecom Design/Copy) - 2013-14

**FREELANCE** Art Director, Marketing Strategist, Copywriter - 2009-2012

**SEARS HOLDINGS CORP.**, Hoffman Estates, IL - (**CONTRACT**) Catalog Marketing Manager & Graphic Designer - 2009

**STUDIO 41 HOME DESIGN SHOWROOM**, Chicago, IL - Director of Advertising (Design/Copy) - 2005 - 09

**NEW IMAGE ADVERTISING**, Glen Ellyn, IL - Creative Team Manager (Design/Copy) - 2000 - 05

Other relevant employment: **BB&A/AD-DIMENSIONS**, Oakbrook Terrace, IL, **WINIUS-BRANDON ADVERTISING**, Houston, TX

### skills

B2B, B2C

Art direction, graphic design, photography set styling

Print production: trafficking, pre-press checking

Media: digital, web, social media, broadcast, print, direct mail, catalog, outdoor

Multimedia concept strategizing, brainstorming, idea generation

Creative direction, team development, management, mentoring

Relationship building: internal & external

Email marketing

Collateral development

Corporate identity & brand development & management

Integrated marketing communications

ROI, Budget management

Ethnic marketing

Project management

Partnership marketing, strategic marketing development, implementation

New product launches & product support

Copywriting: SEO

Media planning

### technical skills

**proficiency:** Mac & PC: Adobe CS: InDesign, Photoshop, Illustrator, Acrobat, QuarkXPress, WordPress, Microsoft Word, Excel

**familiarity:** Mac & PC: HTML, CSS, Dreamweaver, Microsoft PowerPoint. PC: QuickBooks

### education

**Syracuse University-Newhouse School of Journalism**, Syracuse, NY

BS Degree: News Writing, Minors: English, Art

**Moore College of Art & Design**, Phil., PA

(Attended 1 year) Major: Fashion Illustration, Minor: English

### awards & recognition

**3 Texas Addys** - Hispanic Public Service Radio writing

**1<sup>st</sup> Place Feature Writing** - South Carolina Press Association

**Honorable Mention** - Illinois Summit Awards-Layout-Design/Direct Mail

### professional affiliations

• Advertising Professionals • The Creative Talent Network • Graphic Design Professional Group • Photoshop Experts • Creative Design Pros • American Marketing Association (Chicago division) • Syracuse University Newhouse Alumni Network • The New Media Professionals • Multicultural Marketing Experts