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Kirsten T. Wyatt

Summary:

- Seeking a position utilizing both strong, creative design talents and thorough marketing and communication knowledge
- Over seven years of experience in the client side of design and marketing
- Passions include design, advertising, travel, entertainment and music, cooking, literature, and technology
- Smart, self-motivated, eager to learn, hard-working, team player, goal-oriented

Experience

The RTC Group, San Clemente, Calif.

Creative Director: July 2011-Present

- Overseeing Art Department within company, including hiring and managing all designers and projects
- Reporting directly to the President & CEO
- Plus maintaining all Art Director duties

Art Director: July 2007-July 2011

- Overseeing and participating in the production of 3 monthly publications, all marketing collateral for 50+ trade shows per year, all corporate print materials
- Working as a liaison between Art, Marketing, and Web departments to ensure all materials are not only well-designed but also meet all desired communication goals to achieve maximum effectiveness
- Seeing projects through the execution of the design cycle from creative briefs and preliminary sketches all the way to production and printing
- Won Western Publishing Association Maggie Award in 2008 for Best Media Kit: Trade & Consumer
- Helping design and oversee execution of complete redesigns of multiple Web sites for the company's products, bringing them up to current, competitive standards
- Managing two graphic designers, reporting directly to the Creative Director

Production Designer: May 2005-July 2007

- Designed all graphics for three publications reaching 75,000+ readers
- Brought magazines, brochures, postcards, and other print pieces from inception to print

Toyota Motor Sales, North America, Torrance, Calif.

Car Advertising Intern: Summer 2004

- Full-time position in Car and Lifestyle Marketing and Advertising department working directly for Car Advertising Manager, routing and approving vehicle brochures, attending vehicle strategy and creative meetings, reviewing a new enthusiasts Web site, and participating in TV spot production and reviews
- Assisted Event Marketing team with their programs, including distribution of tickets, ordering merchandise, and keeping records of vehicles being used for various Lifestyle programs
- Worked closely with the Toyota team at advertising agency Saatchi & Saatchi

Education

Pepperdine University, Malibu, Calif.: 2001-2005

- B.A. in Advertising, with an outside concentration in Art
- Minor in Computer Science
- G.P.A. 3.76
- Participated in Pepperdine's study abroad program for one year in London, England, and traveled to Italy, Spain, Scotland, Ireland, France, Greece, and Belgium during this time

Technical Skills

- Adobe InDesign, PhotoShop, Illustrator, Acrobat through CS6
- Microsoft Word, Excel, PowerPoint, Access
- Comfortable working on both Mac and PC
- Basic knowledge of C++, HTML, Java