

Debra Becker

Expert Graphic Designer with 20 years experience fulfilling every role from Creative Director to Client Relations.
Proven skills to communicate, collaborate, concept, design, produce, and project manage on multiple levels.
Seeking to contribute to your Marketing and Creative team as a full time employee or freelance.



Debra Becker
www.DebraBeckerDesign.com
dbecker@cfl.rr.com

815 S. Deerwood Avenue
Orlando, Florida 32825
407.902.1879

Education:

Valencia Community College
Orlando, Florida
AA Creative Arts

Art Institute of Ft. Lauderdale
Ft. Lauderdale, Florida
AS Advertising Design

Marketing Packages:

Brand Development
Corporate Imaging
Logos
Collateral
Web Design
Advertising
Sales Kits
Corporate Brochures
Product Brochures
Direct Mail
Posters
Magazines
Newsletters
Directories
Catalogs
Displays & Exhibits
Large Format
Photo Retouching

Computer Skills:

InDesign
Photoshop
Illustrator
Quark

Employment History:

2009-2010

Takoma Regional Hospital: Greeneville, Tennessee

Art Director/Contract

Developed corporate image campaign with Director of Business Development and created marketing promotions for multiple practices. Increased patient traffic by 12.9%.

2003-2008

Kornerstone Kitchen & Bath: Orlando, Florida

Creative Director/Contract

Developed brand, marketing materials, and statewide advertising campaign with Owner. Captured Master Custom Home Builders and notable clients. Increased traffic and sales.

Virtual Health Solutions: Orlando, Florida

Art Director/Contract

Developed brand and created marketing materials with Principals to promote a telemedicine hardware and software virtual health care computer. Positioned and gained market share.

Florida Architects: Orlando, Florida

Art Director/Contract

Updated corporate identity and marketing materials for firm specializing in notable multiplex universities and training facilities with Director of Business Development. Designed 15 Year Anniversary 44 page book to be utilized as a key promotion tool. Increased brand awareness.

2006-2007

Orlando Sentinel Communications Human Resources: Orlando, Florida

Editor & Creative Director/Contract In-house

Transformed B/W corporate newsletter consisting of director's notes to 4C weekly editorial design featuring interviews and photography of department directors and personnel. Wrote over 500 articles which boosted employee morale and interdepartmental awareness.

2001-2005

Fairfield Resorts National Vacation Ownership: Orlando Florida

Art Director/Contract In-house

Developed brand for 60 resorts with Creative Director and created promotional materials with directors of sales, human resources, and executive management. Increased traffic and sales.

1998-2004

United Arts of Central Florida: Orlando Florida

Creative Director/Contract

Developed marketing materials and advertising campaign for seven major arts organizations with Public Relations to increase awareness of the positive impact the arts and sciences give to our communities. Increased consumer donations and corporate sponsorships by 16%.

Harcourt Brace Publishing: Orlando, Florida

Art Director/Contract

Designed children's books and teacher's aids K-9 with Creative Director. Art directed and managed up to 600 illustrations per session.

Gallimore Development Master Custom Homes: Orlando, Florida

Creative Director/Contract

Developed brand and advertising campaign with Owner in addition to creating marketing promotions for multiple developments. Increased traffic and sales.