



# CLARE BUTLER

## Marketing and Graphic Designer

Professional designer with over ten years working in the graphic design, marketing, public relations and event planning industries.

## CONTACT

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## EDUCATION

### Mercyhurst University

- Bachelor's Degree in Business concentration in Advertising with a minor in Graphic Design

- Graduation Date: May 2012

## SKILLS

### Traditional

Script Writing

Filming

Fluent in Mac & PC

Sketching

### Digital

Word Press

Final Cut Pro

Mail Chimp

Adobe CS5& CC:

Photoshop

InDesign

Illustrator

MS Suite:

Excel

Word

PowerPoint

## EXPERIENCE

### Graphic Artist in Sign Shop at LEGOLAND® Florida Resort | Winter Haven, FL September 2018-Present

- Design web advertisements, emails, out of house billboards, merchandise used and sold at LEGOLAND® Florida Resort, web Black Friday campaigns, logos in line with resort brand, event signage and event guides for the park, pull-up banners for trade shows and Florida visitor centers, parking lot banners, creative for partner ships with third party companies (Dunkin Donuts, Subway, Burger King, McDonald's), props for shows and promotional stunts, car and food truck wraps, food and beverage menus, and wall and door wraps
- Design, print, apply, and install signs inside the park
- Repair signage within the parks
- Wrote copy for book given to guests who stay at the new Pirate Island Hotel, and for web and print advertisements
- Edit photos for travel magazine features

### Freelance Graphic Design | Haines City, FL May 2011-Present

- Designed snowboard for children ages 6-12, a logo for Pocket Nurse for a new thermometer, a magazine ad product labels for a lotion line for men called Geared for Men, real estate brochures and flyers for HUNT Real Estate Corporation, a brochure for Florida Loyalty Transportation, invitations for my Etsy shop called ButlerInvitations, logo for Susan Dawkins an Educational and Editing Consultant, a logo for Dinotrash, a video game streaming channel and a logo for Fox Hollow Labs, a dog breeding business

### Stylist at Francesca's | Lake Buena Vista, FL June 2018-September 2018

### Marketing and Graphic Designer at Travel Group Marketing | Celebration, FL May 2017-June 2018

- Designed a logo and assisted with the layout of their website for Villapedia, a logo, brochure, and folder for a new vacation spot named The Retreat, a 404 page for Travel Group Marketing's website, a post card for Simon's Villas Realty advertising their 3D Virtual Tours, business cards for Dora's Gift Shop, email blast templates and a map of the community for Huntington at Hunter's Ridge, and designed web banner ads, and header sliders for Regal Palms Resort and Spa and Marley Resort and Spa
- Used social media to acquire new clients and raise followers for Travel Group Marketing
- Talk with printers in the Orlando area to acquire quotes for clients, the middle man between printer and client
- Wrote script for radio ad
- Edited magnet and coaster designs for Universal Studios to make sure they follow brand standards
- Made video for Regal Palms Resort and Spa Facebook page announcing Facebook contest winner

### Guest Service Agent at Walt Disney World Swan and Dolphin Resort | Orlando, FL August 2016-May 2017

### Caregiver for family members with cancer | Jordan and Syracuse, NY June 2012-Nov. 2015

### Marketing and Event Planning Intern for WCNY | Syracuse, NY Jan. 2015-June 2015

- Edit the program listings, write articles, research article topics, find and edit graphics for their magazine
- Created and designed a "How to use a webpage" flyer for the cancer wall web page to be handed out at the Cancer: The Story of Care in CNY event
- Create banner sliders for the webpage
- Created Tweets for the companies Twitter page
- Designed ads displaying auction items to be displayed on their annual televised auction

### Membership Service and Staff Support Coordinator at GSAR | North Syracuse, NY Oct. 2014-Jan. 2015

- Created flyers in InDesign for events and classes
- Updated Facebook page
- Updated website
- Filmed videos and edited them for weekly e-newsletter on iMove and Windows Movie Maker

**Customer Relations Specialist at JCPenney** | Syracuse, NY

**Aug. 2014-Nov. 2014**

**Public Relations Intern at Pinckney Hugo Group** | Syracuse, NY

**Sept. 2013-Nov. 2013**

- Wrote Press Releases
- Sat in on client meetings, phone calls, and PR department meetings, contributed to the brainstorming process
- Researched clients' competitors on Twitter
- Wrote Tweets and Facebook posts for client's social media pages

**INACSL Conference** | Orlando, FL, San Antonio TX, Las Vegas, NV

**June 2010-June 2013**

- Planned the conference, which includes finding the right hotel for the size of the conference, finding a group activity for the conference participants, finding a location for the conference rooms, working on PR

**Public Relations for Mercyhurst University** | Erie, PA

**Sept. 2011-May 2012**

- Created Facebook campaigns for the PAC at Mercyhurst University, designed the ads, handled a budget
- Updated the schedule of events on the Mercyhurst College home page
- Planned a fashion show to show off the new Mercyhurst University Clothing line. College bookstore sold \$800 worth of clothes in two hours due to the event

**Marketing Department at the Performing Arts Center in Mercyhurst University** | Erie, PA

**Sept. 2010-May 2011**

- Designed motion and Photoshop ads for the films that played at the (PAC)
- Designed billboard ads for their upcoming events
- Interviewed audiences after the shows at the theatre, filmed their responses
- Edited footage using Final Cut Pro and uploaded it to YouTube
- Wrote Press Releases