

Valerie H. Blassey

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OBJECTIVE

I am currently seeking a creative hands-on position that would allow me to utilize my skills in graphic design, Web design, exhibit design, and interactive marketing. I have extensive experience managing a variety of relationships including an inhouse marketing team, freelance clients, and external vendors (i.e. advertising agencies, Web development companies, interactive marketing agencies, photographers, and printers).

FREELANCE

Principal, Art Director

Blassey Design, *Philadelphia, PA • July 1998 to present*

- Design of corporate identity, marketing materials, illustrations, websites, presentations, and interactive exhibit design.
- Partial Client List: American Pharmacists Association, Delaware Forest Service, iGuard, Mercado Creative, MyFirstPaycheck.com, Penn Alumni Club of Philadelphia, Reflective Learning, Sustainable Business Services, and Trinity Communications

EDUCATION

- Art Institute of Pittsburgh, *Pittsburgh, PA*
Diploma in Specialized Technology—Desktop Publishing,
June 1996
- University of Pennsylvania, *Philadelphia, PA*
Bachelor of Science and Engineering
Major in Systems Engineering • *May 1995*
- Carnegie Mellon University, *Philadelphia, PA*
Pre-College Art Program • *September 1987–May 1990*

COMPUTER SKILLS

- Software: Adobe CS3 (InDesign, Photoshop, Illustrator, Dreamweaver, Fireworks, Flash), QuarkXPress, Bryce, Final Cut Express, Microsoft Word, Excel, and PowerPoint
- Operating Systems/Languages: Mac OS X, MS Windows, HTML, CSS, Cold Fusion, ActionScript, JavaScript, and the CommonSpot® Content Management System

EXPERIENCE

Associate Director, Web & Graphic Design

Executive Education, The Wharton School,

University of Pennsylvania, *Philadelphia, PA • 2007 to present*

- Function as chief designer and creative director for internal ad agency formulating and presenting design concepts to internal clients in alignment with Wharton Executive Education strategy. Manage a team producing the materials—including two internal designers and several external ad agencies. Maintain relationships with outside creative and delivery vendors. Responsible for production budget of over \$1.0 million.
- Oversee the design and integration of multi-media campaigns, interactive banner advertising, e-mail advertising, direct mail, e-newsletters, course catalogs, SharePoint skins, and Web landing pages.
- Key player on Executive Education's Marketing team, serving as the creative and technical lead to develop and implement website optimization strategies (SEM). Incorporate SEO tracking codes onto all pages of the website (e.g. Google Analytics, ROI Engine).
- Responsible for complete website redesign project, including the development of sitemaps and wireframes, and leading a cross-functional team to implement a \$200,000 CMS, thereby allowing the site to better integrate dynamically with the School's systems and databases.

Senior Graphic/Web Designer

Executive Education, The Wharton School,

University of Pennsylvania, *Philadelphia, PA • 2000 to 2006*

- Develop and design print projects (ads, brochures, collateral, letterhead, etc.) consistent with brand strategy for expanded client base. Including the Executive Education Open Enrollment catalog and corresponding online components (i.e. landing pages) as one of 15 direct mail pieces.
- Design and implement website optimization tactics/modifications to Web servers to enhance website title, text, links, and search engine spider-accessibility. Monitor and maintain optimization actions.

(Continued)

Senior Graphic/Web Designer *(Continued)*

- Create, design, and edit monthly e-newsletter that has grown to over 55,000 subscribers generating revenue of over \$1,400,000 in executive education enrollments.
- Manage and safeguard the graphic integrity and standards of the Wharton brand usage by staff, external clients, research centers, and other external partners. Develop sub-brands that work within the identity system.
- Research, evaluate, learn, and teach new technologies and equipment to design team.
- Manage junior designers on Web and print projects; help them develop key print and web skills that will enable them to move into senior designer positions.

Graphic/Web Designer

Publications Office, The Wharton School,
University of Pennsylvania, *Philadelphia, PA* • 1998 to 2000

- Develop and design print projects (ads, brochures, collateral, letterhead etc.).
- Design and implement Web projects (site interface design, banner ads, buttons, online registration pages, etc.).
- Establish/maintain relationships with outside vendors (printers, photographers, Web developers, proofreaders, typesetters, etc.) representing the Wharton School.

Desktop Mechanical Artist/Technical Support

W.B. Saunders Company, *Philadelphia, PA* • 1996 to 1998

- Typeset book and periodical direct-mail pieces for advertising department of medical publishing company.
- Designed artwork for promotional items for annual marketing conference.
- Maintained and optimized a computer network, allowing the Art Department to save the company over \$200,000 a year in typesetting costs.
- Recommended solutions for increased computer efficiency, and trained others on equipment and software.

Office Administrator

Western Pennsylvania Community Accountants,
Pittsburgh, PA • May 1995 to December 1996

- As only employee, performed all administrative duties for nonprofit organization.
- Designed direct-mail brochures and flyers; created a quarterly newsletter; and designed and developed the WPCA website.
- Coordinated a four-part continuing education seminar series with underwriting firms.
- Evaluated, selected, and trouble-shooted computer hardware and software.