

# KATE SIEGEL

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## WORK EXPERIENCE

### CREATIVE DIRECTOR / SENIOR EDITOR (PRINCIPAL)

Graphic design studio specializing in publications and marketing whose clients range from local entrepreneurs and artists to international corporations including commercial, civic and non-profit organizations. (Partial client list, page 3.)

- Art direction, design and copy editing for marketing campaigns and collateral, CD and product packaging, annual reports, invitations, book covers, menus, T-shirts, and environmental graphics/signage.
- Editorial and advertising design, editing and production for newspapers, magazines, newsletters and other publications.

*Designed and produced a local magazine (editor-in-chief) and an international newspaper (managing editor) from start-up, including copy editing, ad coordination, layout and traffic management.*

- Web site design, development (HTML and CSS), content editing, maintenance, and consulting.
- Writing ad and marketing copy, web content, feature stories, press releases, v/o scripts, technical and user documentation.
- Branding and identity development; logo and stationery design.

*Created and implemented consistent branding in packaging, print collateral and web site for a company and its product lines.*

- Image editing and compositing for both print and web.
- Interactive multimedia ("Flash") presentations.
- Project management, team coordination, and print brokering.

*Developed and coordinated the monthly event calendar program for 70 stores of a national book retailer chain. Worked with store, district, regional and national personnel, publishers and agencies, production subcontractors, and printing vendors.*

- Sales and client services. Develop and prepare project proposals and cost estimates. Participate in meetings and follow-up.
- Administrative functions including accounts receivable and payable, purchasing, collections and correspondence.

*Kartouche  
210 Walker Street SW #2, Atlanta, GA • 404 521-3767  
since May 1997*

### COMPUTER SERVICES MANAGER

- Produce page layout/design and word processing projects in a retail environment for output to laser printer, digital color, and/or pre-press color separations and provide file output service for corporate, academic, medical, legal, entrepreneurial and individual clients.
- Supervise staff of up to four assistants (both full-time and part-time): hire, train, schedule, complete quality checks, and conduct performance reviews.
- Member of "core team" participating in and making recommendations on management decisions at store level.

*Restructured procedures and filing system for Custom Printing Services, returning department to profitability in one month.*

- Design local advertising for branch. Create in-store signage and marketing materials. Design forms, signage and customer news-letter template for region-wide use.
- Responsible for use, security, support, cleaning, maintenance and upgrading of department hardware and software, and ensuring compliance with copyright laws.
- Prepare monthly sales reports. Maintain production and service logs. Archive copyright permissions.

*Kinko's, Atlanta IV  
3401 Northside Drive, Atlanta, GA • 404 262-9393  
May 1994–May 1997*

### DESKTOP PUBLISHING SUPPORT SPECIALIST

- Hardware, software and network troubleshooting for all Atlanta locations, both via phone and on site.

*Installed new Macintoshes and configured software for entire region (approximately 70 computers in 12 sites).*

- Organize and facilitate regional DTP staff meetings.

*Wrote and produced the take-home manual for a 1-hour "Macintosh Basics" class offered free to customers. Trained store personnel to teach class.*

- Provide administrative support for Regional DTP Manager.

*Atlanta Region, Kinko's Inc.  
6 Concourse Parkway, Atlanta, GA • 770 551-6926  
Aug 1993–May 1994*

### ADMINISTRATIVE ASSISTANT

- Develop and update marketing packages, product literature, course materials, and administrative forms and manuals for software development company.
- Draft and review correspondence to customers, vendors, and inquiries. Prepare customer contracts.
- Coordinate scheduling and purchasing for system installations.
- Track accounts payable and write checks, create invoices and monthly maintenance billing, prepare sales tax reports for three states, produce monthly and annual financial statements, and maintain customer and financial records.

*Applied Business Corporation  
5995 Financial Drive, Norcross, GA • 404 446-5623  
Oct 1990–Jul 1993*

### NIGHT EDITOR

Supervise all aspects of production for weekly summer newspaper. Coordinate editors and staff to meet press deadline.

### MANAGING TYPESETTER/TYPESSETTER

Typeset copy and classified ads for daily newspaper. Supervise, schedule, and hire typesetting staff. Writing, copy editing, and paste-up. Design and produce both paid and in-house advertising.

*The Badger Herald  
550 State Street, Madison, WI • 608 257-4712  
part-time • Nov 1986–Aug 1989*

## VOLUNTEER EXPERIENCE

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### BOARD OF DIRECTORS (SECRETARY/VP, TREASURER/VP)

- Participate in operational management and policy setting for 15-unit live/work historic building.
- Manage building-wide sprinkler system upgrades, replacement of windows, and selection of and transition to property management company, including project research, conferring with legal counsel, liaising with various City of Atlanta entities, soliciting and reviewing vendors, and coordinating with unit owners and contractors.

*Fairside Lofts Condominium Association  
May 2006–Sep 2007 (also Treasurer, 1997–1998)*

### CO-CHAIR, COMMUNITY DEVELOPMENT COMMITTEE

- Oversee and facilitate the implementation of Master Plan projects, with primary focus on establishing a community park in 6.5+ acres of centrally located vacant land along railroad tracks.
- Identify sources of and apply for funding.

*Invited to submit proposal to Arthur M. Blank Family Foundation through their Environmental Initiative (Mar 2002).*

- Cultivate partnerships with non-profit organizations and governmental agencies.

*Castleberry Hill Neighborhood Association  
Jan 2001–Dec 2003*

### CHAIR, PUBLICITY & PROMOTION

- Write press releases, design posters and flyers, design web pages to integrate with existing sites.
- Design and produce event guide, including ads and map.

*Two-day event sold 900 tickets and raised \$10,000 for community improvement projects.*

*1st Annual Castleberry Hill Loft Tour  
May–Oct 2002*

### TRAINING WORKSHOP CO-PRESENTER

- “Communicating What You Do That’s Special” at Society for Technical Communication annual national convention.

*May 1994*

### COACH, SELF-EXPRESSION AND LEADERSHIP PROGRAM

- Advise and support five individuals to design, structure and fulfill community projects.

*Landmark Education Corporation, Atlanta Center  
10 hr/wk • Jan–May 1993*

### PRODUCTION SUPERVISOR

- Oversee room setup and cleaning of facility, coordinate and schedule team of 10 volunteer assistants, produce boardwork and supplemental materials, assist in compiling statistics.

*Landmark Education Corporation, Atlanta Center  
The Forum (3 days+1 evening, 80 participants), Jun 1993  
IFLP Weekend I (2 ½ days, 130 participants), Mar 1994*

## EDUCATION & TRAINING

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*University of Wisconsin–Madison • Madison, Wisconsin*

Bachelor of Science, with Distinction (top 12% of class)  
May 1989; major: chemistry, GPA 3.6/4.0

*Edgewood College • Madison, Wisconsin*

undergraduate courses: 49 credits (4 semesters)  
Aug 1984–May 1986, GPA 3.85/4.0

*Adobe Photoshop Seminar Tour • Atlanta, Georgia*

- Tour 3 – Feb 2002
- Level 2 – Jan 1999

*Kinko’s, Inc. • Atlanta, Georgia*

- Managing Store Operations – Feb 1996
- 110% Customer Satisfaction – Jan 1995

*Landmark Education Corporation • Atlanta, Georgia*

- Communication Course I: The Power to Accomplish, The Power to Relate – Feb 1993
- Communication Course II: Performing with Power, Velocity and Confidence – Aug 1993
- Communication: Access to Power – Apr 1994
- Introduction to the Forum Leaders Program – Sep 1993–Feb 1994

## AWARDS & HONORS

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- Trading pin designs approved by Nagano Olympic Committee – 1998
- P22 Fonts in Use winner – Jun 2002
- Dean’s List: 1 sem. UW-Madison, 3 sem. Edgewood College
- Golden Key National Honor Society
- National Merit Scholarship
- Alfred L. Wilds Undergraduate Scholarship (UW-Madison, Department of Chemistry)
- Edgewood College President’s Award
- CRC Press National Outstanding Chemistry Freshman Award (Edgewood College)

## SKILLS

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Macintosh OS X

QuarkXpress 7 / Quark Interactive Designer

InDesign CS2

Photoshop/ImageReady CS2

FreeHand MX

Adobe Acrobat Pro 7

Dreamweaver 8

Microsoft Word, Excel

80 wpm typing

## PARTIAL CLIENT LIST

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AID Atlanta  
ArtsCard  
*Atlanta Intown, Atlanta Buckhead, Atlanta North and The Studio*  
Atlanta Music Academy Flute Choir  
Barnes & Noble Booksellers – Southeast Region  
Borders Books & Music – Atlanta locations  
Castleberry Hill Neighborhood Association, Arts District & Loft Tour  
*Civilian Job News*  
Collier Chiropractic  
Community Cinema Systems  
Denise Majette for Senate – U.S. Senate campaign, 2004  
Flute Choir of Atlanta  
Fuji Floral Design  
Gentle as a Lamb, Hometown Diapers Inc.  
Georgia Association for Women Lawyers  
Georgians for Mary Squires – U.S. Senate campaign, 2004  
Gillis & Creasy (formerly Law Offices of James K. Creasy)  
Gregory, Christy & Maniklal – trial lawyers  
Gwen Hughes, Fairfield Records  
Gwinnett Humane Society  
Harry Norman, Realtors – the Thompson Team  
InsiderAdvantage Georgia  
*James* magazine  
*Kandahar* benefit screening – Afghan girls' school fundraiser  
Kenny Howes, YEAH! Records  
Kiss My Sunburn, Hedgetree Pharmaceuticals  
*Labrys Atlanta*  
Launch South Pictures / Launch South Music  
Minnesota NARAL  
Paces Ferry Realty  
Partnership for Community Action  
Pastries-a-GoGo Bakery/Café  
Pearlman Associates Public Relations & Marketing  
Don W. Penney, MD – neurological surgeon  
ProGold Lubricants  
Ricarda M. – Munich, Germany (COSCo International)  
Sevananda Natural Foods Co-op  
Skot Foreman Fine Art  
Softee Supreme Diaper Corporation  
Starbucks  
3One Media  
*Transatlantic Journal* and Gallery TAJ  
WSB-TV (Channel 2, Atlanta)