

Hazel RIDER

GRAPHIC DESIGNER

EXPERIENCE

Medical University of South Carolina/College of Health Professions, Charleston, SC • 5/14 - present

MULTIMEDIA COMMUNICATIONS MANAGER

- Developing, maintaining and optimizing all aspects of MUSC's College of Health Professions' website, aimed at advancing the external relations missions.
- Served as the College graphic artist, photographer, and media liaison for media sources to expand outreach and marketing efforts.
- Coordinated all social media and electronic fundraising activities.
- Prepared print projects from concept to completion by getting estimates from internal print shop and external print vendors.

CreateSpace/Amazon, Charleston, SC • 4/13 - 3/14

TECHNICAL PROCESS SPECIALIST

- Diagnosing digital files for publishers to determine print-on-demand ingestion
- Troubleshooting publishers files
- Creating, reviewing and shipping printed samples
- Maintaining samples workflow and samples metrics
- Impromptu problem solving of daily and weekly pipeline errors or rejections
- Investigate, interpret and resolve trouble tickets in a timely manner
- Provide, support and follow SOPs (Standard Operating Procedures) for all current areas of responsibility

KMCMusiccorp/Fender, Charleston, SC • 6/01 - 11/12

GRAPHIC DESIGNER & ONLINE MARKETING COORDINATOR

- Manage, maintain and update all brand websites
- Create, manage and maintain "secure" website pages
- Implemented and maintain social media presence via Twitter, Facebook and YouTube
- Measure website statistics, email and social media growth, performance and participation
- Produce, manage and maintain html email campaigns and customer lists
- Manage the marketing department's Computers & Software Budget
- Manage, maintain and update image server database
- Develop web applications (animations and banners)
- Edit and maintain retail and wholesale catalog pages for web and print
- Produce product sell sheets or reference manuals

New Line Cinema, Los Angeles, CA • 2/00 - 3/01

GRAPHIC DESIGNER

- Design film feature DVD packaging and cover art
- Design film feature DVD disc art and insert
- Design promotional materials for film promotions, campaigns, and launches.
- Assist creative service team with ideas
- Design promotional collateral

EDUCATION

Certificate in Web Design

- Trident Technical College, North Charleston, SC

Associate in Visual Arts & Graphics

- Trident Technical College, North Charleston, SC

Associate in Arts

- Trident Technical College, North Charleston, SC

SOFTWARE / SKILLS

Adobe Creative Cloud: InDesign, Photoshop, Lightroom, Illustrator, Acrobat Pro

Apple: Pages, Keynote, Numbers

WordPress, SiteExecutive

Microsoft Office: Word, Excel, Power Point

Google Analytics

Publishing: FlexPaper, Issuu

Social Media for small businesses; Facebook, Instagram, Yammer, Vimeo, LinkedIn

Skills: Print Production; Website Maintenance and Design; Photography & Editing;

LINKS

PORTFOLIO <http://www.hazelbasil.com>

LINKEDIN <http://www.linkedin.com/in/hazelrider>

TWITTER <http://www.twitter.com/hazelrider>

FACEBOOK <http://www.facebook.com/hazelbasil>

REFERENCES

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CATHERINE POLK

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TAMMY MOYNIHAN

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