

SHARON MAYOCK

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SUMMARY

A dedicated, creative, confident graphic design professional with 15 years of diverse experience as a consultant and in a corporate marketing and financial services environment. Effective project management and creative design expertise, including graphics software, print production and photography. Strengths include attention to detail, resiliency, meeting deadlines, managing others and providing leadership, a sense of urgency and the ability to communicate effectively while working independently and as a team member.

EXPERIENCE

The Phoenix Companies, Inc., Hartford, CT

Senior Graphic Designer

1999 – 2009

Conceptualized, designed and developed printed promotional literature to sell products and concepts for insurance and financial services corporation. Collaborated with and delivered key products and sales materials to life, annuity and asset management business partners, external wholesalers and retail customers.

- Implemented and executed corporate brand identity for all printed and electronic marketing materials.
- Managed projects through process pipeline, added value and best practices to improve workflow.
- Teamed with business and distribution partners in marketing, corporate communications, legal, compliance and lines of business to successfully produce and launch effective, timely sales materials.
- Reviewed and revised materials until approvals were obtained. Made formal presentations to clients.
- Art directed and created environmental graphics, including signage, color palettes and applied corporate brand standards to meeting rooms and furnishings – while adhering to limited budgets and timelines.
- Coordinated and managed freelancers, photographers and print vendors to ensure timely implementation of product launches.
- Obtained print quotes and supervised jobs on press. Shot and optimized photos for web and print use.
- Organized and archived extensive job file inventory, made corporate purchases and reconciled expenses.

Whisper Hill Design, Granby, CT

Freelance Graphic Designer

1994 – present

- Develop a variety of designs and marketing materials from initial concept through final completion while continuing to provide strategic marketing support and design services to the Phoenix Companies and others.
- Design for and project manage a variety of clients, from large corporations to small design firms, delivering product catalogs, logos, brochures, electronic designs and related collateral materials.
- Organize, prioritize and service multiple projects with competing deadlines.
- Set artistic direction for various clients and publications, including photography and illustration.
- Manage printing and finishing services, including bidding and press checks.
- Establish and maintain professional relationships with corporate, commercial, private clients and vendors.

Hometown Marketing, West Hartford, CT

Graphic Designer/Publications Manager

1997 – 1999

- Conceived and produced four monthly printed customized arts playbill programs for *The Bushnell*, *Hartford Ballet*, *Hartford Symphony Orchestra*, and *The Hartford Stage Company*.
- Worked closely with various arts groups to coordinate production schedules, photography, advertising layouts and printing under very tight deadlines.
- Sought and implemented new ways to work with sales to simplify and improve work flow and to communicate more effectively as a team.

Gamer Publishing, West Hartford, CT

Art Director

1991 – 1994

- Designed and produced four monthly editions of *MAX* Magazine a large-format, four-color publication published in CT, MA and RI.
- Developed concepts and themes for each monthly issue, collaborated closely with publisher, editor and photographers to establish unique look and tone for the publication.
- Hired and managed staff of freelance artists, illustrators, photographers and print vendors.
- Generated sales and marketing presentations for *MAX* territory expansion and other company-owned publications.

EDUCATION

BA Graphic Design Central Connecticut State University, New Britain, CT

TECHNICAL SKILLS

- QuarkXpress
- Adobe Acrobat
- Adobe InDesign
- Microsoft Word
- Adobe Photoshop
- Toast
- Adobe Illustrator
- Microsoft Powerpoint

TRAINING

- Powerful Communication Skills
- Leadership Management Development
- Introduction to Project Management
- Dreamweaver CS3
- Flash CS3

COMMUNITY/VOLUNTEER ACTIVITIES

- *Interval House, Domestic Violence Shelter* – Develop marketing campaign to promote annual fundraiser
- *Bushnell Park Foundation* – Create marketing materials to promote park and recruit new volunteers
- *Vice President, Granby Artists Association* – Create printed and electronic promotional materials to raise awareness and grow membership of group
- *Granby 225 Committee* – Member of town communication planning committee to create materials, including custom logo design, to promote Granby’s 225 anniversary celebration in 2011