

# RENÉE PUCCINI

## contact



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www.ReneePuccini.com

A versatile, collaborative, self-directed and skilled designer and marketing consultant with years of experience in advertising, brand ideation and design, and print and digital production. I revel in putting the essence of a client's vision into a visual statement.



## EXPERIENCE

### **RP Designs: Forestville, WI, 2006 - Present**

#### **Owner/Graphic Designer/Consultant**

Create original branding, and develop and manage print and digital advertising and marketing plans and budgets for clients in hospitality, recreation and retail sectors. Primary ad designer for two largest publications in Door County: Door County Living Magazine and Peninsula Pulse. Art director/coordinator of annual Door County Visitor Guide, which reaches 3 million visitors annually.

### **Open Door Communications: Sister Bay, WI**

#### **Art Director/Account Executive**

Provided comprehensive marketing/communications services and helped multiple clients achieve rapid business growth. Services included graphic design, web development, project coordination, direct mail and e-marketing.

### **Hedeen International: Sturgeon Bay, WI**

#### **Marketing Director**

Provided marketing, advertising and design expertise for toy and real estate development company. Projects ranged from concept development for real estate projects to package and branding for new toy designs.

### **Distribution America: Des Plaines, IL**

#### **Production Manager/Print Buyer**

Supervised Art/Production departments and coordinated print marketing for 17 independent hardware distributors, with a range of 5000 retail outlets. Managed \$3-million annual budget, negotiated and managed all digital and print production and led communication with printers, clients and staff.

### **Bic Special Markets Division: Clearwater, FL**

#### **Lead Designer/Illustrator**

Created designs for iconic brand, in collaboration with customers throughout the U.S. and Mexico. Designed multiple areas of print collateral as well as creating long-lasting designs that are still in production.



## EDUCATION

B.F.A., Computer and Graphic Design, University of Stevens Point, Wisconsin



## TECHNICAL SKILLS

CS6: Photoshop, Illustrator, InDesign, Dreamweaver, Acrobat. Microsoft Excel, Word and Power Point. Skilled in social media marketing including Facebook, Instagram, Twitter, Pinterest, TripAdvisor, Snapchat. Knowledge in WIX Web Design, WordPress web editing and design.



## COMMUNITY INVOLVEMENT & LEADERSHIP

Southern Door Business Association and the Door County Visitor Bureau, board member Southern Door School and Door County Women's Fund, volunteer marketing consultant Altrusa of Door County member