

CAITLIN McCREADY

1230 S. College Mall Rd. Bloomington, Indiana 47401

caitlinmccready@gmail.com . 765.532.7647 . www.caitlinmccready.com

objective

Augmenting my professional experiences in graphic design, marketing, photography, technology, creative thinking + communication while helping to further grow a company, its clients and its reputation are personal aims of mine.

education

Purdue University, West Lafayette, Indiana
Bachelor of Arts Spring 2007
Visual Communications Design, Major GPA: 3.0
Additional course work: Photography

experience

Music for All, Inc. *Graphic Design Specialist*
www.musicforall.org
2008 . Present Indianapolis, Indiana
designed a series of 18 program books for fall marching band competitions including cover design . developed and executed look and feel of 100+ page souvenir program book . strategically targeted donors through web imagery . designed signage, credentials and video display graphics for events . worked to develop a standard of use for company's brand identity . developed imagery for banners and web space that aided in successfully meeting a \$100,000 fundraising challenge prompted by a donor matching the amount raised

Strategic Marketing Affiliates *Creative Director*
www.smaworks.com
2007 . 2008 Indianapolis, Indiana
developed college logos . designed print material . critiqued submitted artwork for collegiate licensed product for close to 100 institutions. protected + enforced brand consistency . processed applications for licensed vendors . refreshed existing forms + logos . provided creative consultation including website navigation + collegiate brand identity analysis

Purdue Marketing Communications *Asst. to Director of Licensing*
http://licensing.pmc.purdue.edu
2006 . 2007 Purdue University
designed print + digital media . coordinated student marketing focus groups + first licensee fair attendees . photographed merchandise . digitized slides . coordinated radio media . presented at ICLA/ CAMEX 2007 (campus licensing conference) about focus groups with representatives from Russell Athletic, Purdue University and local bookstore . assisted with licensing strategies in the first year that the program made \$1 million in royalties

Purdue Alumni Association *Graphic Design Intern*
www.purduealum.org
2005 . 2007 Purdue University
produced print media from concept to production for potential membership and youth marketing . created web banners and graphics . shot stock photography . refreshed existing brochures + forms . integrated company ideology into print media elements

industries

Collegiate Licensing . Theater . Music . Youth Programs . Gifted Education . Healthcare . Photography . Academic Achievement Programs . Promotions . Not For Profit

skills

Mac + PC . CS3 Photoshop - Indesign - Illustrator . Digital + Film Photography . Sketching . Presentation Prep . Team and Group Organization . Floral Design . Office . Teamwork . Event Planning . Communication . Conversational Spanish
Familiar with Dreamweaver . 3D Modeling software

honors

Guest Lecturer, Purdue University Spring 2008, Spring 2009
Purdue University Class of 1937 Scholarship
Westwood Galleries . Lafayette, IN
"Etudes in F-Stop," series in black and white 35mm film prints
Herbert and Janice Wilson Student Leadership Scholarship
Purdue University Bands Student Office Head / Student Volunteer Coordinator

activities

AIGA Indianapolis
Ensemble Music Society
Purdue Association of Indianapolis
ACS Relay for Life
Kappa Kappa Psi Honorary Fraternity
Susan G. Komen Race for the Cure

Board of Directors - Outreach Director
Donate Time in Marketing Guidance
2008 Football Banquet Publicity Chair
Past Team Captain
4 Term Executive Member
Participant