

Marketing/Design Resume for Rick Hymer

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CAREER SUMMARY:

Marketing consultant and graphic designer for a broad range of clients ranging from large corporations to entrepreneurs and small businesses. Positions have included Art Director, Manager of Publications, Marketing Consultant, Brand/Product Designer and Freelance Designer/Writer.

KEY WORK-RELATED SKILLS:

Writing/Communications

Art Direction

Strategic Marketing

Brand Development

Product Design

Advertising (Print and Web)

Web Development/Marketing

Customer Service

KEY PERSONAL SKILLS:

Driven to wow customers

Creative problem-solver

Works well with the team and autonomously

Clear communicator

Adaptable and flexible within work assignments

Efficient and able to get things done!

SELECTED WORK ACHIEVEMENTS:

1. Two-year term on the Education Advisory Board for Collins College, Tempe AZ., with select faculty members of the school and representatives from key area businesses who employ graphic designers such as Dillard's, Arizona Republic Newspaper, and America West Airlines.
2. Gold Award and Award of Merit respectively from the National Healthcare Marketing Awards for the Society for Healthcare Strategy and Market Development National Conference POSTER and LOGO design for the Sisters of Providence/Alaska Health System.
3. Charter member of the Quality Improvement Task Force at San Juan Regional Medical Center—a regional not-for-profit hospital of 800+ employees.

PROFESSIONAL EXPERIENCE BY TITLE:

Art Director—

- Art Director for Medimertrix. Located in Denver, CO, the largest private healthcare marketing firm (at the time) in the country. Projects included developing brand identity, marketing strategies, advertising campaigns and public relations for hospitals and provider networks across the U.S.
- Art Director for Direct Quest, a Denver-based marketing company providing corporate relocation services through its network of member vendors (clients) consisting of 200 medium to large companies throughout Metro Denver. Major projects included design and production of a 280 page, 4-color Corporate Relocation Guide; internal marketing materials and collateral; Internet marketing and advertising.

- Art Director for Star Industries, PC manufacturer. Responsible for all marketing and advertising including technical manuals, product catalogs and brochures, monthly newsletters, direct mail, and four-color display ads published in national computer publications such as PC World and PC Computing.

Manager of Publications—

Responsible for all corporate communications and marketing efforts for this Four Corners region not-for-profit health care network of 800 employees. Projects overseen included annual reports, brochures, newsletters, media relations, health and wellness program communications, signage, logos, kiosk displays, computer generated art and presentations, and other Board-directed projects as needed. Duties included: copywriting for a broad range of internal and external corporate communications, photography, and graphic design—both computer generated and hand illustrated.

Marketing Consultant—

- Consulting and execution of marketing campaign for East/West Partners, a large Colorado real estate development firm in launching their 200million+ Riverfront Park upscale residential project in downtown Denver.
- Consultant and design resource to Suter Communications, Denver, serving clients such as Wiens Capital Management, Fentress Architects, Western Development Group, Taylor Kohrs Construction, Coldwell Banker Residential Brokerage and East/West Partners.
- Email and tradeshow marketing for Rocky Mountain Sunscreen, the largest supplier of bulk sunscreen to the childcare and camp industry.
- Email marketing campaigns for RGG Group, a health and wellness company.

Product Design—

- Freelance product design for a variety of both virtual and brick and mortar businesses.
- Designer of entire product line for Rocky Mountain Sunscreen—a client since 1998.
- Created new product lines for Sensations Power Marketing in Lindon, UT. Sensations is the originator of the "recipe" card lead generation and customer retention program used by realtors nationwide.

Freelance Writer—

- Active blogger currently maintaining blog for a public education site on sunscreen safety (sunscreensafety.info).
- SEO articles for Orange Soda Online Marketing and Business Solutions, American Fork, UT.
- Internal communications writer and editor at San Juan Regional Medical Center. Also responsible for press releases and PR copywriting.
- Copywriting for a variety of businesses on a freelance basis.

Active Client List:

Rocky Mountain Sunscreen (rmsunscreen.com) (sunscreensafety.info) (coralisles.com)

MCY Print Plus (mcyoungprintplus.com)

Afortus Financial (afortus.com)

Suter Media Relations (sutermediarelations.com)

Scott Roberts Illustrations (srobertsrenderings.com)

Brain Zone (brainzone.us)

Enterprise Utah Business Journal (slenterprise.com)

Vault Logic (vaultlogic.com)

Hearts and Hands for Humanity (heartsandhandsforhumanity.org)

Arlos Oils (arlossoils.com)