



# GRAPHIC & WEB design

**Linette Marie Bond**

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## professional profile

## creativity + business acumen

Innovative, analytical, multi-talented and straightforward with a background rich in small business development and administrative prowess in both the public and private sectors. Displays a wide array of professional experience including project management, office management, organization, bookkeeping, attention to detail, marketing, advertising, research & development, graphic design, web design, photography, illustration, copy editing and fine art. Deeply reveres quality customer service, professional integrity, and thrives on problem-solving. Also has a compassionate demeanor and is adept at interacting with many different types of personalities. Highly experienced in promoting brand affiliation through print, web design, social media marketing, ads, radio, tradeshows, festivals, and special events. Passionately dedicated to completing successful, thoughtful projects under tight deadlines.

## software skills

Adobe Creative Suite:  
Illustrator  
Photoshop  
InDesign  
Adobe Acrobat

Google Applications:  
Gmail/Calendar  
Docs  
Sheets  
Slides

CSS/HTML  
WordPress  
MailChimp  
Salesforce  
Quickbooks

Microsoft Office Suite  
Mavenlink/Basecamp/Trello  
Fiery Workstation  
Xerox C70/Cutting Machine  
PC & Mac Operating Systems

## workforce journey

Ohef Sholom Temple | Norfolk, VA | [ohefsholom.org](http://ohefsholom.org)

2018-Present

Graphic Designer & Web Designer

Created professional, specific advertising for both print and web projects. From creative public relations and marketing materials, to innovative web and multimedia promotions, developed consistent design concepts for e-newsletters, ads, postcards, flyers, invitations, brochures, event programs, direct mail and social media. Helped define the organization's brand identity, including a main logo re-design, as well as sub-logos and icons that correlate a visual consistency across the board. Also performed a fresh re-design for both the organization's monthly 16-20 page publication *The Temple POST Bulletin* and its website, creating an aesthetically pleasing, user-friendly layout for each. Managed the entire organization's WordPress website and weekly MailChimp e-newsletters (one main, one for religious school), creating graphics for weekly updates.

LinetteMarie Design | Chesapeake/VA Beach/Norfolk, VA & Camden/Elizabeth City, NC | [linettemarie.com](http://linettemarie.com)

2012-Present

Freelance Graphic Artist, Web Designer & Fine Artist

Assisted clients with small business start-up, expansion and organization initiatives, implementing branding solutions across multiple media platforms (desktop, tablet, mobile). Worked with clients to conceive and develop logos, brands, print media and digital marketing materials. Designed and/or re-designed fresh, functional website layouts, performed search engine optimization (SEO), and facilitated social media marketing for clients. Responsibilities also included performing merchandise photography and securing promotional items for clients.

Planet Fitness | Elizabeth City, NC

2016-2018

Fitness Trainer

Certified physical fitness instructor and personal trainer responsible for helping members develop individualized fitness programs to promote healthier lifestyles and life-changing habits. Daily tasks included instructing clients on proper form for strength training, cardiovascular endurance, advice on fitness regimens and promoting the Planet Fitness brand by delivering exceptional customer service to members. Additional involvement included training Mid-Atlantic Christian University's sports teams, volunteering for (and organizing) special events, creating an in-house employee newsletter and general troubleshooting on equipment maintenance and technology issues.

Island Krave Caribbean Smokehouse | Norfolk, VA

2015-2016

Bartender/Waitstaff (Part-Time)

EpicMade (formerly Creative Art & Design Studios) | Chesapeake, VA

2014

Office Assistant (Part-Time)

Contracted to perform duties as Executive Assistant for Creative Art & Design Studios, LLC assisting company owner with managing daily operations, including (but not limited to) customer service, ordering products for customers, maintaining company databases, graphic design, web design review, writing copy edit material, administrative duties, billing & bookkeeping, developing company infrastructure, merchandise quality control, business networking and client outreach.



**Jen's Place Bar & Grill | Chesapeake, VA**  
Manager/Bartender/Waitstaff/Cook (Part-Time)

2013-2014

**Colley Avenue Copies & Graphics | Norfolk, VA**  
Graphic Artist & Print Production

2012-2013

Worked with clients to design and print business graphics for published materials ranging from invitation cards to flyers, brochures, posters, large-scale banners, calendars, notepads, menus, etc. Job responsibilities included graphic design, full range of print production (including folding, cutting and binding), trouble-shooting printer issues, answering phones, customer service, and handling payments.

**United Restoration, Inc./Atlantic Chemdry | Virginia Beach, VA**  
Assistant Office Manager

2010-2012

Managed general operations for two companies out of one office. Coordinated client projects and scheduling, assisted with daily accounting, bookkeeping and administered point-of-contact customer service. Re-designed and edited both company websites, created and designed ads, print media campaigns and tradeshow banners. Launched social media networking campaigns, newsletters, and performed photography.

**17th Street Farmers' Market | Richmond, VA**  
(Department of Economic Development)

2007-2009

Administrative Project Analyst/Assistant Manager/Vendor Coordinator

Managed and coordinated the 17th Street Farmers' Market through office management, facilities maintenance, graphic design, publications, web design, photography, vendor coordination, logistical problem-solving, special event planning and implementation, procurement and bookkeeping. Also spearheaded community outreach efforts with surrounding neighborhood associations and organizations.

- "Linette Bond is [the] vendor coordinator and the market's interim steward... in terms of management, [Mary] Kroll says, '...Linette [Bond] is on the ball.'" – *Richmond Magazine, April 2008 issue.*
- Ads and design work featured regionally, in sources such as Richmond Magazine, Richmond Times-Dispatch, Discover Richmond, BRICK, Style Weekly, RichmondGuide, River City Magazine, Henrico Citizen and Greater Richmond Transit Company (GRTC).
- Created and implemented highly successful, first-ever Shockoe Chef Showdown event at the 17th Street Farmers' Market, managing event planning, programming, coordination, and development of visual identity of event through design and marketing.

**Economic Development | City of Richmond, VA**

2005-2007

Administrative Project Analyst/Automation Coordinator

Managed full realm of print production, web development, information technology and research & development for Business Attraction and Retention Team. Functioned as in-house designer, print production manager, publication copywriter, web content developer and IT network technician for the City of Richmond's Department of Economic Development, the 17th Street Farmers' Market and the AdvanTech Small Business Incubator.

- Received 2006 Award of Excellence for Business Development in Promotion and Marketing from the Virginia Downtown Development Association (VDDA).
- Saved 6-month publication project originally outsourced, redesigning department print literature including folder, inserts and brochures for Department marketing.
- Designed Department's marketing image for tradeshow floor displays, banners, marketing ads, event publications and merchandise to be recognized locally, regionally and nationally in order to further the crucial office mission of business development and attraction.
- Overhauled entire Business Assistance section of Department's website, developing streamlined user-interface for constituents seeking step-by-step procedures for opening a business, including licensing, permitting, financing and creating a business plan. Edited code content and designed jacket art for business startup interactive CD-ROM: How to Start a Business in the City of Richmond.
- Tracked and maintained city stats and accolades for PowerPoint presentations, web applications and print materials. Skilled with GIS mapping systems, including ArcGIS, EagleView Pictometry and Google Earth.