

## SKILLS

- Design Software: Illustrator, InDesign, Photoshop, Page Maker and Quark Express
- Multimedia Software: Dreamweaver (intermediate knowledge), and Flash (entry level knowledge)
- Programming Language: HTML, XHTML, CSS, Actionscript 1.0 and 2.0
- Administrative: Microsoft Office Suite, 70wpm, data entry 45wpm,
- Other Skills: offset Press operation (1, 2 and 6 color sheet feeded presses), Illustration, creative copywriting

## VINQUETTA (VINNY) FRYE

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## EXPERIENCE

SUPERIOR ART BUILDING MATERIALS, SAN FRANCISCO, CA.

### **Marketing & Sales Manager: May 2008-present**

- Achieved a 200% increase in the company's web traffic by refining, creating and restructuring the site's meta tag keywords, PPC and front-end coding
  - Achieved a 30% increase of sales after implementing a three fold sales strategy
  - Forged business relationships with 4 cold clients that resulted in 3 B2B sales and 1 on-going large account
- Responsibilities include the management of outside independent sales executives, 70 retail stores through out 30+ cities in California and 1 international account.

FREELANCE CONTRACT DESIGNER

### **Graphic designer: June 2005-present**

Projects include website design and programming, identity and branding systems, multimedia banner ads, print and invitation/event design.

UNION STREET PAPERY, SAN FRANCISCO, CA.

### **Creative Consultant, Designer & Project Management: September 2006 – December 2008**

- With thorough project management and intense customer focus 100 print and design projects were successfully maintained monthly therefore keeping customer retention at 90%
- Assisted in expanding Union Street Papery's customer base from just the San Francisco area to the East Bay, Marin County, Daly and Redwood Cities with the design and developing of the store's website

OAKLAND MUSEUM OF CALIFORNIA, OAKLAND, CA.

### **Design Intern: Summer 2006**

- Improved attendance of the Oakland Museum's First Friday After Five monthly event by creating a new and energetic visual branding system which included an logo/mark and 3 ad templates to be used by the marketing department for both print and web
- Successfully expanded the Oakland Museum's marketing efforts to include the 18-35 demographic by creating more dynamic poster and ad designs for up and coming exhibits

## EDUCATION

Graphic Design B. F. A., (December 2007)  
California College of the Arts  
San Francisco, California