



Caroline A. Peterson
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Design Experience

EarthWalk Communications & Mangrate, Marketing Assistant, Tradeshow Coordinator & Graphic Designer Manassas, VA June 2008- Present

- Create and update product spec sheets for sales representatives
- Set-up and coordinate approximating 35 tradeshows annually for sales representatives as well as for the tradeshow organization itself
- Work among 50 people in the company to meet any design or marketing needs they have
- Assemble all the marketing materials for tradeshows
- Take and edit photographs of products for the website and/or marketing materials
- Create product boxes, banners, business cards, order forms and other miscellaneous graphics for the company and fundraiser events
- Print, produce, and organize marketing materials for tradeshows

Instructional Technology Assistant (ITA), Meredith College Technology Services Raleigh, NC October 2004- May 2008

- Create video guides and tutorials for student use
- Updated and maintained technology services website
- Worked closely with clients to understand and communicate their project's vision
- Trained incoming ITAs to use programs and understand office procedures; conducted PC and application training for new students

Oak Leaves Yearbook, Editor, Meredith College, Raleigh, NC 2007-2008

- Supervised nine other students and communicated with other staff and faculty members on campus
- Reviewed photos being taken and layouts being designed
- Took photos and assisted with layouts

Education

Meredith College, Raleigh, NC

Bachelor of Arts, Graphic Design, specialty in photography, May 2008

Skills

Adobe InDesign	Adobe Illustrator	Adobe Premiere	Adobe Photoshop (Certified in 2004)
QuarkXPress	Dreamweaver Macromedia	Flash Macromedia	Microsoft Power Point
Microsoft Word	Proficient in both Macintosh and Windows environment		

Professional Organization

American Institute of Graphic Arts (AIGA), 2006-Present

- Vice President of Meredith College chapter, 2007-2008

Honors and Activities

- Eleanor Layfield Davis Scholarship, highest scholarship given by the Art Department, 2004-2008
- Preview Mentor, Disability Services, Preview is a program for incoming students with disabilities, 2005-2008
- Silver Shield member, honor society for leadership, 2007-2008
- Scholarship Assistant, hosted incoming students applying for scholarships, 2005-2008
- Sizzlin September, Co-Chair, on campus concert, 2007-2008
- Created three digital imaging works selected for the Annual Juried Student Art Exhibition, 2007-2008
- Photograph published in the *Colton Review* (Literary & Art magazine) 2008
- President's Purchase Award for *Gates of Cathedral de Cordoba, Argentina* 2008