

SAM LIPSCOMB



OBJECTIVE

To gain professional design experience through employment in the marketing and advertising field.

EDUCATION

Boston College, Chestnut Hill, MA September 2006–May 2010
Bachelor of Arts in Communication and Philosophy GPA: 3.4
Dean's List, Fall 2006, Spring 2008, Fall 2008, Spring 2009, Fall 2009, Spring 2010

EMPLOYMENT

Grant Communications Consulting Group, Lynn, MA August 2010–Present
Art Manager

Meet with clients to determine focus, target and appeal of materials, provide consultation and feedback for web management systems, social media; produce publications according to specified deadlines; make final decisions regarding design layout, typography, photography, element spacing; manage company portfolio

Boston College Office of Marketing Communication, Chestnut Hill, MA September 2009–August 2010
Design Intern

Created informational designs to publicize events and lecture series for various academic and administrative departments; aided in creation of official university announcements and publications

Boston College Media Technology Services, Chestnut Hill, MA September 2009–August 2010
Design Work Study

Designed and produced creative advertisements to publicize events for faculty and staff members; aided in creation of logos for academic or administrative departments; edited existing designs for display

Ebben Zall Group, Needham, MA May 2009–September 2009
Advertising Department Intern

Compiled advertising recaps of data from past campaigns; entered media-buying data into scheduling software; uploaded creative advertisements to databases of print media; proofread advertisement copy; reconciled designs with clients; aided in development of company website (<http://ebbenzallgroup.com>)

EXPERIENCE

CTFIRST Regional Planning Committee, Hartford, CT September 2010–Present
Volunteer Coordinator, Marketing and Design

Assign and train volunteers to run a three-day robotics competition; design mobile applications to keep track of hours and responsibilities; participate in pre-event discussions and decision processes; design and maintain emails for competitors, volunteers, visitors, VIPs; aid in maintenance of website (<http://ctfirst.org>)

Undergraduate Government of Boston College, Chestnut Hill, MA September 2006–May 2010
Executive Director of Communication, Director of Design

Managed projects of marketing and advertising team; developed effective, creative publicity campaigns; employed use of modern technology, social media to promote events and programs; developed artwork for mass publications; designed, maintained website (<http://ugbc.org>); created brand identity

Boston College Student Admission Program, Chestnut Hill, MA September 2006–May 2010
Technology Coordinator

Developed new ways to incorporate technology into process of contacting prospective students; designed, updated, maintained website (<http://bc.edu/sap>); monitored student weblogs; created brand identity

COMPUTER SKILLS

Languages: XHTML, HTML, CSS, PHP, Javascript

Software: Adobe Photoshop, Illustrator, InDesign, Dreamweaver, Flash; QuarkXPress; Microsoft Office