

JUDIE M. SOUKNARY

1311 Antoine Drive, Apt 330, Houston, TX 77055

Mobile (832) 274-8075

www.soukiedesigns.com

souknary@sbcglobal.net

MARKETING DIRECTOR

Dynamic professional skilled in reducing marketing costs by designing and implementing 100% of all marketing and advertising programs. Additional capabilities include:

- ❖ **Tradeshow Coordination**
- ❖ **Direct Mail Campaign**
- ❖ **Mass Email Marketing**
- ❖ **Graphics Design**
- ❖ **Desktop Publishing**
- ❖ **Print Media Advertising**

PROFESSIONAL HISTORY

SOUKIE DESIGNS

Owner/Art Director – Houston, TX

(February 2004 – present)

- Work includes designs for brochures, logos, catalogs, print advertising and website design
- Client work included Empire Personnel, Global Filtration, Inc, CC & Designs, Windstorm Services, Elite Outsourcing Solutions, Sanford Group Marketing Consultants

SAFETY VISION, LP

Marketing Director – Houston, TX

(February 1999 – February 2004)

- Design, develop, and maintain an informative, user-friendly website that increased visitor hits by 50%. Number of hits to website for 2002 surpassed one million
- Spearhead direct mail campaign including research & development, design layout, and implementation
- Create, track, and evaluate all advertisements and identify their effectiveness within selected marketing mediums
- Develop customer reference materials: brochures, literature pieces, promotional materials, sales presentations, and technical specification sheets to support the Sales team
- Implement trickle marketing via mass email campaigns thereby reducing marketing cost to current customers by 70%
- Streamline corporate identity with new company logo, letterheads, and business cards
- Write press releases, newsletters and related communication pieces to keep customers, potential customers and employees abreast on industry events and emerging product lines
- Negotiate marketing cost with all advertising/marketing vendors to reduce yearly marketing budget by 40%
- File for and maintain all company brand names and intellectual properties
- Develop customer case studies with mail-in questionnaires and product feedback forms
- Coordinate all industry tradeshow exhibitions to promote company and product awareness
- Supervise interns from the University of Houston Bauer College of Business

Executive Assistant – Houston, TX

- Write business correspondence, draft memos, prepare government documents of a highly confidential nature
- Organize and assist with President's daily work, schedule meetings, and other general office duties
- Assist Vice President of Sales as needed
- Interface with company personnel to provide assistance if needed
- Act as primary contact for executive to outside vendors, resolve routine and complex inquiries
- Has high degree of autonomy and decision-making in coordinating/managing the executive office function under little or no supervision
- Train and support office personnel on computer software such as Word, and Excel
- Spearheaded the company wide change from Mac to PCs

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SKILLS

Proficient in the following:

- MS Office
- Filemaker Pro
- PowerPoint
- Macromedia Dreamweaver 4.0
- Adobe Illustrator 8.0
- Adobe PageMaker 7.0
- Adobe Photoshop 5.5
- CorelDraw 8.0
- QuarkXpress

FORMAL EDUCATION

University of Houston – Central Campus

- BA in Marketing - Graduated December 1997

REFERENCES AND PORTFOLIO UPON REQEUST