

Mara Davenport

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Experience

CONTENT DESIGNER, TIMES-PICAYUNE, NEW ORLEANS, LA — 2013-CURRENT

Design news pages adhering to strict deadlines.

Edit | select photos to effectively 'tell a story'

Create photo effects, cutouts to enhance pages.

LEAD DESIGNER, HOUSTON CHRONICLE, HOUSTON, TX — 1995-2000, 2004-2013

Management, guidance and subsequent approval of projects for three employees.

Recommend and execute new designs, formats, templates, uses and platforms of materials.

Ensuring quality and overseeing proper brand/style usage.

Pro-actively manage projects in relation to news projects.

Conceptualize photo shoots.

Understand and execute style, culture and intent of product — and effectively communicate to others in department.

Problem-solve in order to meet deadlines | manage traffic.

Conceptualize and design magazine, Gloss.

Work closely and communicate clearly with staff from other departments in order to manage and execute a project.

PUBLICATIONS COORDINATOR, ST. JOHN'S SCHOOL, HOUSTON, TX — 2000-2002

Collaborate, manage and generate collateral material related to development department such as annual reports, campaign materials, monthly newsletters, invitations to any events such as Homecoming, Spring Fling, etc.

Shoot photography of various events related to school functions.

For Alumni Magazine (3 per year): Develop and oversee theme, compile and edit text, scan and correct photos.

For tabloid-page newspaper (9 per year): Compile and edit text, take photos at various events, scan and correct photos.

Responsible for letterheads, business cards, etc., for the School and departments of the School.

Responsible for bidding out printers relating to the above mentioned items. Assign print vendors to various projects after negotiating bids and specs.

Responsibilities also include: managing publications budget; sorting of mail and sacks for post office and once a month mail outs; archiving photos and collateral pertaining to the School's various departments.

PRODUCTION ARTIST/DESIGNER, TIMES-PICAYUNE, NEW ORLEANS, LA — 1989-1995

Page design and production

FREELANCE, ST. TAMMANY PARISH TOURIST COMMISSION, MANDEVILLE, LA — 2006-CURRENT

Design quarterly news tab, design ads, brochures as needed.

Work with (out-of-town) production/printing facility to ensure quality and execution of product.

Responsible for successfully redesigning newsletter to "match" louisiananorthshore.com web site.

Skills

Strong knowledge and proficiency of graphic design and its principles

Proven skills in project management | 2 years of management | supervisory experience

Excellent verbal and written communication skills

Skilled in copy editing | AP style

Advanced knowledge of printing processes (offset, letterpress, heat press)

Experienced with print vendors (pre-press, production, printing specifications, bidding)

Experience with photo correction and proper photo editing

CS5+: InDesign, Photoshop, Illustrator (MAC or PC); QuarkXPress, MSWord

Education

Bachelor of Arts, Dillard University, New Orleans LA, 1989.

Graduated with honors, Recipient of Humanities Award 1989, Editor of school yearbook