

traci burchard

Full Sail University / Platinum Creative

Paradigm Health Services

St. Petersburg College

University of Central Florida

Atlantic Records

Advantage Marketing Concepts

Traveling Europe

GoConvergence

2002 2003 2004 2005 2006 2007 2008 2009 2010

skills



- Mac/PC Usability
- Skilled with Microsoft Office & iWork
- Problem Solver Extraordinaire
- Proficient in Adobe Illustrator, Photoshop, & InDesign
- Basic knowledge of HTML, CSS, JavaScript, XML & PHP
- Ability to work in traditional, digital and conceptual environments

experience

Full Sail University/Platinum Creative {fullsail.edu}, Senior Designer, Winter Park, FL: March 2011-Present

- Design print and internet ads to market the university to prospective students and promote on and off campus events for current students
- Branding campaign logo & brochure development

GoConvergence {goconvergence.com}, Designer, Orlando, FL: July 2007-March 2011

- Design print ads, broadcast, and web interactives for various clients including Fortune 500 companies
- Logo, collateral & brochure development
- Retail & environmental designs
- Branding campaigns & packaging development
- Keynote & PowerPoint presentations

Advantage Marketing Concepts, Inc., Graphic Designer, Orlando, FL: April 2006-May 2007

- Touch-up & style photo slideshows
- Client Relations
- Design auto & marine newspaper spreads & collateral
- Manage contracts, insert orders, & ad verification

Atlantic Records {atlanticrecords.com}, Design/Administrative Intern, New York, NY: June 2005-August 2005

- Photo shoot archival & prep
- Performed miscellaneous duties
- Photographed/scout potential set
- Assisted in logo design

Paradigm Health Services {paradigmhealth.com}, Part-time Marketing Assistant, Largo, FL: May 2002-August 2004

- Designed & animated PowerPoint presentations
- Performed miscellaneous office duties
- Created flyers and other marketing collateral materials
- Photo retouch

education

Apple Store One-to-One Training, Millenia Mall: Keynote Training May 2010-Present

University of Central Florida, Burnett Honors College, Overall GPA 3.925/4.0 Magna Cum Laude: August 2003-May 2007  
Major: Digital Media Minor: Mathematics & Art Studio Specialization: Graphic Design

St. Petersburg College, Early Admissions Program, Overall GPA: 4.0/4.0: August 2002-May 2003

honors

- Graduated Magna Cum Laude (top 5% of '07 class)
- Florida Bright Futures Academic Scholar
- UCF High Achievement Scholar

\*References provided upon request

Visit TRACIBURCHARD.COM

traciB