

Pamela Dvorak

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Professional Summary

Manage internal and external communications, promotional materials, social media and marketing strategies.

Advanced knowledge of graphic and web design software on both Mac and PC.

Experienced in all aspects of print preparation, photography and typography.

Keen attention to detail and ability to manage tight deadlines, while ensuring creativity and quality.

Experience

Communications Director | 2009-current | Redlands Country Club | Redlands, CA

- Manage Club's website, email blasts, social media accounts, newsletter and all internal and external communications.
- Photograph golf course and social events for promotional materials such as postcards, website, newsletter and all advertising materials.
- Design, write, edit and print 20 page/full color monthly newsletter including all advertisements, articles and content.
- Design flyers, brochures and table tents for upcoming events such as golf tournaments, wine tasting events, holiday celebrations and social gatherings.

Price Book Coordinator/Graphic Designer | 2006-2009 | Young's Market Co. | Tustin, CA

- Designed and published bimonthly Customer Pricing and Information Guide; including cover photography, selling and creation of advertisements through direct contact with suppliers, and item code maintenance based on inventory and sales history.
- Developed and produced monthly On & Off Premise Price Books for Young's Market Company, Estates Group, Capital Division, Young's Market Company of Hawaii & Unpublished Manager's Specials.
- Maintained Young's/Estates brand information and graphic files.
- Produced sales sheets, posters, banners, advertisements and POS merchandising materials.

Creative Production Artist | 2005-2006 | Auto Guide, Consumer Source, Inc. | Ontario, CA

- Designed and laid out weekly publication, including all covers and display ads and content.
- Worked collaboratively with account executives and clients to produce display ads that got results and satisfaction.
- Completed submissions for production within tight deadlines on a weekly basis.
- Managed account executives, encouraging more proficient, effective procedures while ensuring quality.
- Streamlined production processes, with meticulous attention to detail.

Education

BA, Art with Emphasis in Photography | San Francisco State University

Design software

Proficient on both Mac and PC: Adobe Creative Suite, QuarkXpress, Microsoft Office and Outlook

Advanced knowledge of typography, prepress and web design