

# Colleen Gall

Email: colleen.gall@whatgall.net

4175 South Acoma Street • Englewood, Colorado 80110  
Phone: 303/ 781-0852 | Fax: 303/ 282-8971

## Experience

### **What Gall! Design & Marketing – Principal Designer**

March 1999 – Present

- Worked with a variety of clients producing effective communications to fit needs time and budget constraints.
- Collaborated with several studios in the Jacksonville, Florida and Denver, Colorado areas on both print and web jobs.
- Produced a variety of marketing aids for sales departments, including direct mail pieces, product brochures, one sheets, PowerPoint presentation, supporting presentation packages.
- Designed quoted and created point of purchase merchandising pieces for use in large grocery chains.

### **Cushman & Wakefield (Real Estate) – Senior Administrative Assistant (Marketing)**

September 2004 – October 2007

- Track state required elements of real estate transactions.
- Outline marketing strategies for listed properties & community recognition.
- Execute marketing plan for assigned properties by coordinating with national marketing, accounting, senior management and other departments as needed.
- Compose and distribute marketing pieces via mail, email, and various web applications.
- Produce collaborative proposals for listings by organizing efforts, editing copy, creating digital presentation and supporting presentation documents.

### **Entercom Communications – Sales & Marketing Assistant - Graphics**

November 2002 – August 2004

- Collaborated with corporate designers and marketing personnel on nationwide projects and major-market programs across the US.
- Created new station identity packages for markets throughout the US. Included station vehicle wraps, identity marks and marketing materials.
- Collaborated with Sales, Promotions & Programming across the country on proposals, event props, station swag and other graphic needs.
- Developed a graphic standard for Denver market proposals & recaps.
- Managed multiple identity marks for four radio properties and the parent company.
- Troubleshoot program/ computer/ copier and fax issues for a 55+ person department.
- Coordinated bidding and completion of outsourced projects.
- Coordinated final project approval with appropriate departments and management.
- Streamlined and unified each local property's marketing materials – creating a media kit that was cohesive as a cluster, yet individual to each station.

### **Freelance Event Field Manager**

Coca-Cola/RIF StoryTraveler Tour

August 2002 – November 2002

- Presented an interactive program to K-5 children about the benefits of reading.
- Remotely managed road crew, local contractors, vehicle and schedules with vendors and school administrations throughout the country.

Cingular Wireless FanExpress

February – May 2002

- Managed logistics of several events based on the NCAA Final Four and the March Madness game schedule for a primary sponsor of the 2002 Tournaments.
- Responsible for multi-component event.

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## Education

**June 2008**

**Art Institute of Denver**  
Web Design Certificate

**May 2000**

**University of North Florida**  
Post-Baccalaureate Work  
Major: Graphic Art & Design | GPA: 4.0

**December 1998**

**University of Florida**  
Bachelor of Science  
Major: Journalism, Magazines | GPA: 3.0  
Outside Concentration: Sports Management

**May 1996**

**Florida Community College at Jacksonville**  
Associate of Arts | GPA: 3.4

## Computer Skills

### Windows (PC) Platform Programs

Microsoft Word, Excel, PowerPoint, Access, Outlook  
Quark Xpress  
Adobe CS2  
InDesign, PhotoShop, Illustrator, ImageReady, Acrobat  
(Full & Reader), Dreamweaver MX  
Novell Groupwise  
Lotus Notes  
Microsoft Windows 97-XP

### Macintosh Platform Programs

Microsoft Word, Excel, PowerPoint, Access,  
Quark Xpress  
Adobe CS3  
InDesign, PhotoShop, Illustrator, ImageReady, Acrobat,  
Dreamweaver, Flash, Fireworks, Soundbooth, Premiere  
Intuit QuickBooks 2007  
Macintosh Platform OS7 – OSX

## Community Involvement

**Heritage Irish Stepdancers** – 2003-Present  
**Denver Chamber of Commerce** – 2006/07  
**American Institute of Graphic Arts** – 2007/08  
**Cherry Creek Business & Professional Women** – 2008

### Girl Scouts USA

Resident-Camp Counselor 1994  
Junior Troop Leader 1999-2000, 2000-2001  
Low-Income Outreach Program Aide 2002  
Day-Camp Counselor 2002  
Cadette Troop Advisor 2003-2004

## Awards

Cushman & Wakefield, Denver Office, Four Time Employee of the Month 2005-2007  
Entercom National Imaging Group Appointee – 2004  
Girl Scouts USA – Outstanding Leadership Award – 2000-2001  
Florida Public Relations Association – 2001 Jacksonville Image Award of Distinction