

PHYLLIS GILLENLINE

Graphic Design and Marketing Communications

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Skills

Mac and PC platforms: InDesign, Illustrator, Photoshop, Muse, Premiere, Sharepoint, Webpress

Career Summary

Highly skilled graphic designer/project manager with over 20 years of experience. Extensive experience with adobe creative suite. Recognized for design work through national awards. Bachelor degree in Applied Design and Visual Arts.

Education

University of Houston-Clear Lake - Bachelor of Arts in Applied Design & Visual Arts

Experience

MOSTYN LAW – 5/16 to present

Art Director/Marketing Manager -

- Managing all marketing projects for the firm including: attorney profile book, ads, invitations, and stationary.
- Photograph events for law & politics.
- Ensure that website is updated.
- Create all print and digital images for Mostyn Moreno Foundation.

HOUSTON METHODIST HOSPITAL – 4/12 to 10/15

Senior Graphic Designer/Marketing Coordinator – Marketing Communications, Graphic Design and Photography for the Nursing Department

- Created a high volume of printed material, which included annual reports, quarterly magazines, flyers, posters, brochures, newsletters, invitations, signage, etc.
- Art director of Houston Methodist Nurse Magazine on a monthly, bi-monthly and quarterly basis. Led editorial board meetings and collaborated with writers to gather content for magazine.
- Managed and approved projects to assure that they were aligned with company brand standards while meeting tight deadlines.
- Planned events and conferences, and strategized marketing to promote the events. Increased attendance at all events marketed by 50%.
- Managed and trained intern designers. Also project managed and directed teams to assist in completing projects and events.
- Advised and strategized with VPs, directors and managers to develop marketing campaigns, creative project budgets and marketing plans.
- Organized and created presentations of design work to clients.
- Managed budgets for nurse advertising and promo items.
- Photographed training sessions, events, and portraits that were used in nursing publications. This included photo editing and retouching.
- Updated nursing intranet website via Dreamweaver and CVENT.

TRAINING & DEVELOPMENT SYSTEMS (TDS) - 10/09 to 8/10

Creative Services Specialist -

- Created a new branding campaign for marketing TDS.
- Designed marketing materials, training manuals, reference guides and tradeshow graphics for their primary client, BP Amoco. This included designing charts, graphs and technical drawings for the hydrocarbon industry. Created tradeshow graphics.
- Worked on email marketing campaigns. Designed the look for new website.

UNIVERSITY OF HOUSTON - 4/01 to 10/09

Senior Graphic Designer -

- Designed the University of Houston Magazine. Art directed all photo shoots and collaborated with writers for the UH magazine.
- Supported the individual colleges, as well as admissions office to produce booklets, brochures, calendars, invitations, logos, and posters.
- Project managed jobs, which included coordinating all phases of project development from client interface to obtaining quotes and getting printing done. Press checked projects as needed.

Awards

PRSA - Bronze Award - Methodist Nurse Annual Board Report, 2013

PR NEWS – Platinum Awards – Silver Award for
Methodist Nurse Annual Board Report, 2012 & 2013

CASE – Gold Award – Giving Matters Newsletter (UH)

CASE – Silver Award of Excellence –
University of Houston Magazine (UH)

Houston Press Club Lone Star Award –
Second Place for Annual Report (UH)

Houston Press Club Lone Star award –
Third Place for Giving Matters Newsletter (UH)

CASE – Silver Award of Excellence –
Internship Program (UH)

CASE – Silver Award of Excellence –
Graduate and Professional Studies Viewbook (UH)

CASE – Special Award (Pewter) –
Design Improvement of UCS Pocket Folder (UH)

SIAA –Bronze Winner –
Design of Giving Matters Newsletter (UH)

HeSCA (Health Sciences Communications Association) –
Neonatal Notecard (UTMB)