

## Objective

To obtain a contract suitable to my experience and talents while being close to my home to will enable shorter, greener commuting and a balance of work and family.

## Summary

- Highly organized, experienced, and adaptable to any situation;
- Marketing coordination for publishing both in print and on the web;
- Graphic Designer with commercial experience using Fireworks, Illustrator, Freehand, PaintshopPro, Super BladePro, Photoshop, Art Text;
- Writer and editor experienced in developing training materials;
- Comfortable in both Windows and Macintosh environments; and
- Other skills include web design and implementation, corporate training, WordPress, Adobe CS3 Creative Suite, HTML, CSS, MS Office, FrameMaker, PowerPoint, ConceptDraw Suite (Pro, Mindmap & Project), MSProject, and Visio.

## Experience

- Produced ad campaigns for a variety of products and services;
- Communicated corporate identity through design of logo and collateral;
- Managed online product catalog and sales for eCommerce retailer;
- Format documentation based on style guidelines for print;
- Created Government and private sector proposals for construction;
- Supported up to five VP+ executives simultaneously; and
- Clients included: Russell Investments, Absher Construction, Korte & Associates Consulting, Newfleet Asset Management, Telemerx Systems, Intel, HP, Apple, Microsoft and Siemens.

## Work History

### **2008-Present Syrenmuse Image & Word Tacoma, WA • Owner Operator**

- Self employed as a desktop publishing & marketing consultant for small to medium sized businesses. Overseeing projects from initial design/consultation to implementation for print or web to create consistent branding messages. Copywriting, editing, graphic design, layout, etc. for collateral, newsletters, and presentations. Web analytics, Wordpress, SEO, Web Content Writing, etc. to aid clients from implementation to metrics testing. Writing, mapping and implementing bulk mail campaigns (for USPS and email).

### **2007-2008 Russell Investments Tacoma, WA • Volt Technical Services Contract • Senior Publishing Coordinator**

- Publishing coordinator for Institutional fund publications on a quarterly basis in the Investment Operations division. Ensuring timely product delivery of highly sensitive financial data, manipulation of materials to fit tightly constructed Framemaker templates, providing satellite offices support in customization of materials; products were both in English and Spanish for various clients.

### **2007 Absher Construction Company Puyallup, WA • 3 month contract through OptiStaffing • Marketing Coordinator**

- Marketing department coordinator reporting directly to the Marketing Director. Coordination of calendar, key events, deliverables, with multiple principals and subcontractors for Government and private sector proposals for large General contractor. Staff support of marketing needs: signage, business cards, monthly newsletter, Safety Manual production, events, etc.

FRANCINE MASTINI

**2005-2007 Macy's Northwest Division Seattle, WA • Executive Administrative Assistant**

- Support the SVP's with administrative tasks and projects including organizing and prioritizing work flow and files, reviewing and analyzing requests and inquiries — dissemination as appropriate, manage complex calendars and travel, coordinate complex events, liaison support, prepare presentations and create other visual support tools, use multiple technical applications at the intermediate-to-advanced level including: MS Word, Excel, PowerPoint, Outlook and other database systems, coordinate and monitor key dates and deliverables for direct reports and staff on major projects, conduit for all phone and mail to executive.

**2004-2005 WasserStudios, A Modis Corp. Seattle, WA • Desktop Publishing, Graphic Illustrator**

- Text and graphic pre-press layout and cleanup for technical manuals and posters in multi-language deliverables. Graphics for web content, presentations, and technical manuals.

**2003-2004 Transport Logistics, LLC Kent, WA • Artistic and Content Director**

- Developed art and layout for both for the web and print including branding, typography, photography, logo design, and copywriting for eCommerce retailer in a dynamic production environment under tight deadlines.

**2001-2003 Washington Mutual Bank Seattle, WA • Administrative Assistant  
• HR Acquisitions and Transitions Services**

- Provided support for department with considerable offsite functions. Planned and implemented project information and retrieval system. Division title changed from HR Projects Office: Support of IT project managers.

**1999-2000 Evergreen MoneySource Mortgage Bellevue, WA • Secondary Marketing Coordinator Non-Conforming Division**

- Managed marketing data, including extensive use of Excel. Developed database user manual. Trained personnel for succession planning.

**1995-1999 First Union Mortgage Company Bellevue, WA • Wholesale Mortgage Production and Support**

- Prepared Loan Registrations, final loan documentation, and training manuals. Managed installation of automated underwriting department.

**Education**

**Westchester Community College Valhalla, NY**  
Liberal arts and humanities; NY State Regents Scholarship.

**American University of Rome Rome, Italy**  
Modern Language and Literature.

*Portfolio and References Available Upon Request*

FRANCINE MASTINI